



Step inside the secret world of the daytime pickup artist. Learn the rules of the Game and how to bend them in stealth-seducer style. This book by Tom Torero reveals the tricks, tips, hacks and cheat codes for becoming a master Street Hustler.

Learn how to stop that stunning girl walking down the street in broad daylight. Spark attraction, take her number, seduce her on a date, and seal the deal. It's all in here, step-by-step.

Find out how to get the hottest girls without the benefit of looks, money or fame. Learn why you never need to use dating apps or set foot in nightclubs ever again. Gain access to the "Secret Society" of daytime players, raiding the vault to obtain the blueprints for charisma, persuasion, influence and action-taking.

Why do Nice Guys finish last? What are the secrets of the Bad Boys? Why do men and women cheat? Why do some guys get all the girls? Tom Torero answers these key questions and much more by breaking down the biology of lust and love.

Clear, concise, practical and actionable, this heist-of-hearts textbook lays out how to beat the house by improving your odds with skill, not luck.

"Don't hate the player
or the Game"



♠ STREET
♣ HUSTLE ♥



TOM TORERO ♦♦♦

STREET HUSTLE

Tom Torero



STREET
HUSTLE



STREET HUSTLE

TOM TORERO



**A Complete Manual for Daytime Dating
& Stealth Seduction**

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FOREWORD

"Good things come to those who hustle"

I've been teaching the art and craft of Street Hustling ("daygame") through my books and videos for over five years, to hundreds of men in person and thousands around the world. In that time, I've successfully seduced over 250 younger hotter girls – girls I wouldn't be getting if I followed the *same old dating advice* about *what women want* and *how to get the girl*.

The conventional wisdom on dating led to the same old questions coming up time and time again in the course of my coaching and correspondence. So I thought it was high time I put all the answers down on paper in one place (this book) in the context of the *complete hustle toolkit* that I have already taken from Miami to Moscow, Stockholm to Sydney.

Getting good at the pickup hustle is 90% infield practice and 10% theory, and this textbook aims to provide you with the 10% necessary theoretical foundation. Then it's all about taking action and jumping feet-first into your own seduction adventures, to avoid becoming a theory junkie.

First and foremost, this is a "how to" book that tells you what you really need to know. But as well as telling you *what you need to do*, I will also tell you *why you need to be doing it*. The fundamental principles and mindsets will form the foundations for understanding male-female dynamics.

I've been addicted to the highs and lows of daytime seduction (Street Hustling) since 2009; first in London and then around the world. From Oliver Twist-like humble beginnings, to making it my full-time job, the art of picking up girls without setting foot in bars and clubs has become my passion. Who'd have thought the theoretical biology I studied under Richard Dawkins at Oxford University fifteen years ago would be used, not in the laboratory, but across the globe to pick up girls.

While writing this book, I needed somewhere to sit with no prospect of being distracted by hustling possibilities. So I set sail on a tall ship travelling from Spain to Brazil over the course of a month; a ship with no young attractive females to take my focus away from the task at hand. Like rehab for a gambler, this was a much-needed break from the daytime shenanigans of the last six years.

The result is the book that you hold in your hand; the book that will deal you a winning hand when you next step up to the table of dating and mating.

Onwards & inwards ;)

Tom Torero

Atlantic Ocean, October 2015

PART 1:

INTRODUCING THE HUSTLE

In this section you will learn about:

- The two types of hustle—Bait & Switch vs Secret Society.
- The Sexual Marketplace (SMP)—the arena in which the hustling happens.
- Sexual Economics—the value exchange between men and women.
- The different components of male and female Sexual Market Value (SMV).
- The different mating strategies of men and women.
- The different timelines of male and female hustles.
- Frame—Alpha vs Beta, Male-Female Polarity, and Frame Tests.
- The difference between Nice Guys and Bad Boys.
- The difference between Lovers and Providers.
- The wider meaning of hustling—sales, trading, persuasion, and pimping.
- What the Secret Society is, and how to gain membership.
- How to make your hustling “win-win”.



This symbol denotes a *Key Concept* that readers should take particular note of.

WHAT IS STREET HUSTLING?

"Don't hate the player or the Game."

Street Hustling is a term I use for meeting and attracting girls during the day. Although the term contains the word "street", it applies to anywhere - a store, a café, the mall, a station or a park - that is not a bar or a club.

Traditionally it is called "daygame," but I break it down into two types of hustle:

- The **first hustle** is getting a pretty girl into bed who is younger and better looking than you, without you having to flash the cash, be a male model, or be famous. You'd say she's "*out of your league*." She'd say that "*normally she doesn't date guys like you*." The hustle is that you get sex without offering the commitment she usually expects in return. You'll get called a "*bastard*" or a "*playboy*" if you manage to pull off such a **Bait & Switch** strategy of seducing her and then vanishing. You've promised one thing and delivered another.
- The **second hustle** is not against the girl, but against society itself. You're getting her from under the noses of other guys without entering nightclubs or showering her with gifts. She might be married or have a boyfriend, but is happy to be an accomplice in your heist for some "adventure sex" when away from prying eyes. This hustle is what is termed the **Secret Society**.

Street Hustlers operate in the pickup arena of the **Sexual Marketplace** (SMP). Imagine the SMP to be like a frantic trading floor on Wall Street. People are haggling over trades, the phones are ringing, and the room is rippling with energy. Add in some music and flashing lights, and now think of a nightclub. Men and women are

trading their DNA, trying to get the best deal for the best price. Bars and clubs are not called "meat markets" by accident.

The SMP best known to you might be a nightclub, your place of work, your social circle, or even a dating app. In other words, one of the places where you've been trying to hook up with girl... until now.

Society doesn't like to acknowledge that *both* men and women are hustling. For a woman, the first type of hustle (Bait & Switch) is how she can persuade a man to give up his resources for her and her

children by using her looks and feminine charm. The second type of hustle (Secret Society) is how she can perhaps cheat on her current partner to get a better DNA deal "on the sly".

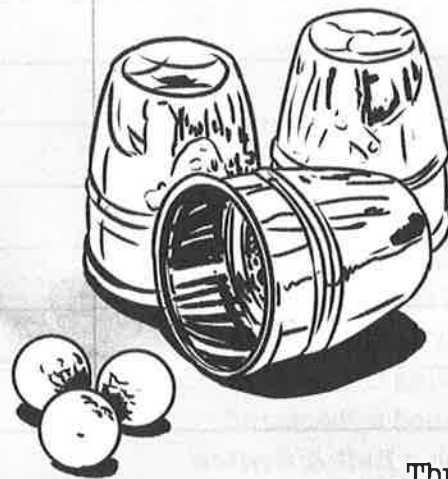
This hardwired hustling is an age-old dance, a cat-and-mouse game that's evolved over millions of years. Guys want sex from girls; girls want strong DNA and commitment from guys. Guys want multiple casual partners; girls want alpha lovers, babies and resources. Who folds first?

Thus the inherent conflict of interests at the heart of male-female dynamics, which we'll explore in this book.

The unconscious dance is happening whether you like it or not, and you're either *the magician* or *the mark*. Even a relationship or marriage is no shelter from the hustle; the upper hand still ebbs and flows from man to woman. As with a magic trick — take your eye off the cups and you will lose track of the ball.

The specific moves and skills involved in the dance are what we mean by "**Game**." Think of it like learning basic strategy rules in blackjack that give you an edge against the casino. From the earliest bacteria absorbing nutrients, to the most complex predator-prey dynamics, this competitive survival and replication Game is central to all life on Earth.

But is the play always fair? What if one side has inside information that increases their odds of winning? What if there is a solid strategy



that gives an edge when trading in the market? What if it is possible to count the cards, or, even better, to mark them?

Perhaps you've seen movies like *Wolf of Wall Street* or *21*. Street Hustling is about much the same thing: minimising luck, and improving your odds against the house by learning and practising basic strategy. It's the opposite of "getting lucky" because we're *playing to win* rather than *playing to not lose*.

Sometimes it's the first type of hustle, where you make off with the goods without paying, and it's the girl who gets to pay the emotional bill. Sometimes it's the second hustle, where you and the girl team up like outlaws Bonnie and Clyde to beat society. Either way, someone wins and someone loses.



**You must be the player, not the played.
You're playing to win rather than
playing not to lose.**

* 07533175600 - Sarah, Starbucks



SEXUAL ECONOMICS

"All Is Fair in Love & War"

All men and women have a perceived **Sexual Market Value** (SMV) in the Sexual Marketplace; i.e. their ranking in terms of mating potential as judged by the opposite sex. High SMV girls are looking to mate with high SMV guys, and vice versa.

Men rank women (whether they admit it or not) on a "hotness" scale from 1 to 10.

Women rank men (whether they admit it or not) into three categories: 1) *sexually interesting*, 2) *useful*, 3) *invisible*. The reason people don't like to acknowledge this is that they don't want to think of economic principles as applying to human behaviour.

Notice the inclusion of the word "perceived," which implies that SMV can be amplified in another person's eyes with Game. As if by magic, you can transform to being treated as a different person. SMV is subjective, not objective, and is relative to other individuals, otherwise there would be no hustle. Remember that "in the land of the blind, the one-eyed man is king!"



Your SMV is both subjective and relative

We can't have everything, and so **scarcity** is at the root of both traditional economics and Sexual Economics. Limited time and limited high quality sexual partners means humans have to make conscious and unconscious choices to get the best of what's available in terms of genetic replication.

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Female Sexual Market Value Components

1) Fertility

- * Age (late teens — mid twenties ideal)
- * Waist-to-hip ratio of 0.7
- * Ample breasts
- * Long shiny hair
- * Full lips
- * Facial Symmetry
- * Soft fair skin

2) Perceived Purity

- * Low number of sexual partners (zero ideal)
- * "Innocent" behavioural traits

The components of a guy's and a girl's SMV differs such that the hustle for each gender is different. Let's look at what those components are:

Men are attracted to **fertility** because they're looking for healthy females with which to produce children. Several key indicators have evolved to display this fertility potential: a certain waist/hip ratio, long shiny hair, full breasts, smooth skin, and a symmetrical face. A younger age (late teen to mid twenties) is obviously preferred for a higher chance of optimum fertility. Males also value **purity** as an indicator of paternity certainty and lack of disease, which explains why cultures and religions hold up virginity as a virtue.



Women are attracted to male **power**, which is made up of three different components; Ascribed, External and Learned.

We're born with the **Ascribed** SMV components that are hard to change, as it's our DNA that has dealt us the cards of height, ethnicity, looks and age. We worry far too much about these components and can do very little about them beyond *getting in shape, maintaining our health and dressing well.*

The **External** components of money and status are the easiest to build and to fake, but you will discover why relying on these alone is a dangerous strategy.

The skillset of Street Hustling is all about the **Learned** components of a man's SMV. Building this skillset should be at the centre of every guy's life from his late teens onwards — not only to succeed in the SMP, but also to "win" the Game of life.



This book will help you increase the Learned aspects of your SMV

CLASSIFIED



Male Sexual Market Value Components

1) Ascribed

- * Age (mid twenties to mid thirties ideal)
- * Looks (high testosterone signals)
- * Height
- * Ethnicity

2) External

- * Money
- * Status

3) Learned

- * Life experiences
- * Leading
- * Sexual
- * Charm / charisma
- * Social intelligence
- * Confidence
- * Assertive
- * Risk taking



Unlike men who largely judge a woman's book by her cover, a woman can't tell a guy's SMV just by looking at him. But women have evolved numerous ways to determine a man's true SMV and to see through any attempts to inflate it artificially.

One of the most obvious tools that women use is the testosterone test, which focuses on key Ascribed physical attributes such as a symmetrical face, a strong and defined jawline, a deep voice, wide shoulders and facial hair. Testosterone turns out to be an excellent marker for male SMV because this hormone is

actually a harmful in pre-natal babies, so any male who can survive early elevated levels of testosterone is thus "fitter" in the genetic lottery of life. When considering these external markers, don't discount the clues given by what other people (females in particular) judge a particular guy's SMV to be.

For External and Learned SMV components, a woman needs cut through the "fog of war" and dig deeper to dispel her doubts. Who are his friends? What has he achieved? How does he spend his time? Is he a leader or a follower? What kind of girls does he date? How confident is he in social situations? Turning the tables, this book is all about seeing through the fog of the female SMV.



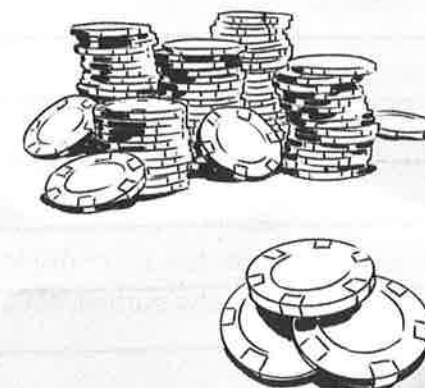
Fundamentally, women are attracted to power (testosterone) and men are attracted to fertility (oestrogen).

MACRO & MICRO SEXUAL ECONOMICS

Sexual Economics, like traditional economics, can be divided into Macro and Micro components:

Macro Sexual Economics looks at the wider view of the dating and mating habits of guys and girls in general, in relation to the underlying biology. There is insufficient space in this book to dig too deep into the evolutionary explanations of such extensive subjects, so all Street Hustlers are advised to read the following supplementary texts: *"The Evolution of Desire"* (David Buss), *"Sperm Wars"* (Robin Baker), *The Selfish Gene* (Richard Dawkins) and *"The Rational Male"* (Rollo Tomassi)

Micro Sexual Economics looks at an individual's SMV components — what they are, and how to gain them, sustain them, and (most importantly) deliver them practically "infield". That's what this book is all about. First I'll teach you my complete set of Street Hustling tools and techniques for gathering leads, texting, dating, and sexual relationships. Then I'll answer the 100 most common male SMV questions about the hustle. This will be your route-map for the road to SMV success.



MALE AND FEMALE MATING STRATEGIES

"If you're not one of the chosen, become one of the choosers"

Because men and women look for different SMV components in each other, they have therefore evolved different mating strategies to compete for those components.

Think of it in wider hustling terms. Women are the "house" and men are the "players." Women are the "bank vault" and men are the "bank robbers." Pickup is the heist that we're attempting to pull off. Girls play a different strategy to guys, just like the casino plays a different strategy to the gamblers who are trying to beat it.

Biologically, a male's strategy is to try and get his DNA into as many high-SMV girls as possible. Hence guys' never-ending desire to sleep with younger, hotter girls, and to consider cheating in a relationship solely for sexual novelty.

Biologically, women have a *dual mating strategy*: to get the best genes for strong offspring, and to find a committed guy who's going to stick around to raise them. Ideally they'd like to find and tame one guy to fulfil both needs, but often that's not possible. The two extremes of this dual strategy are what's known as "Alpha Fucks vs. Beta Bucks." Women also cheat in relationships; not for sexual novelty, but subconsciously to secure a better lover's DNA. This is termed "hypergammy" in biology.

When a woman reaches menopause, or is no longer attractive at all to new males, both her hustles stop. Men can continue hustling as long as they're producing sperm and are able to mate.

Anger, cynicism and depression are all common when a guy first learns about the true nature of the reproductive hustle. The Disney Romance vision of sailing into the sunset with "the one" has to be



These principles outline feral sexual behaviour. The degree to which men and women act upon them is moderated and channelled by society.

replaced with the harsh reality of the Darwinian struggle. However, a Street Hustler can embrace this reality and learn the loopholes that will secure SMV success.

Remember that the Game being played by both girls and guys is largely *subconscious*, having been written into our genes over billions of years. Don't get bitter, get smart. And don't just read about the SMP and its loopholes, because this will make you feel as cheated as the guy who merely reads about blackjack hacks while getting taken to the cleaners at the casino. Don't sit on the sidelines; dive in and play the Game with the insider insights offered in this book.

Guys who are unaware of Game strategy, who follow generic dating advice and still hold Disney Romance beliefs assume that what we find attractive in girls is exactly the same as what girls find attractive in us. They may even ask advice from girls themselves, thereby failing to heed these wise words:

"When trying to catch a fish, ask the fisherman, not the fish."

Girls don't just go for "pretty boy" looks and Lamborghinis, so becoming a skilled Street Hustler means accentuating the full spectrum of traits that girls find attractive, rather than relying on just money, looks or fame.

Women respond in the same way whether you actually *have* the car, the muscles and the CEO job title, or if you merely *act* like you have those things. The aim of the hustle is therefore to replicate the behaviours of a powerful "alpha" without having to pursue the path that society dictates. This book will teach you how to mimic the mindsets and behaviours of a high SMV male, so that you can at least "fake it 'till you make it."

It's all about cutting out the middlemen of money, fame and pretty boy looks to get straight to the diamonds in the vault. When you send the right SMV signals to a woman, she gets the same tingle and the vault doors open. This is why we call it a hustle. We're not buying the bank... we're robbing it.

But beware! You also need to watch out for her hustling you, because girls are born with a better instinctive knowledge of the hustle and its loopholes. They have their *tools of the trade* - make-up, breast implants, revealing clothing, acting innocent or in need of help - to cajole you into committing your DNA or provisions. The hustle works both ways, and your freedom and resources are at risk if you're not switched on. Ask any cuckolded husband of an adulterous wife, or the victim of an internet Thai Bride gold-digger scam.

Some girls run their hustles like jobs, either literally as prostitutes (the oldest profession in the world) or more subtly by baiting you into a bar with their short skirts. While we won't explore the female hustle in any great depth, you have been warned to watch out for it. By committing yourself to improving the Learned SMV components, you are drastically reducing the possibility of a predatory woman exploiting you. And by becoming a harder target to hit, you actually become more attractive to the women you want.



Men and women do not share the same reproductive goals



MALE / FEMALE HUSTLE TIMELINES:

For men and women, the sexual hustle differs not only in terms of components but also in terms of timing. This too is essential knowledge if you want to become a better hustler at the table of dating and mating.

Girls have their highest SMV from their late teens to their mid-twenties; from 17 to 24 ("Party Years"). After holding the most power for this short amount of time, their ability to hustle their SMV then drops dramatically. Girls should cash in their chips by their mid-twenties ("Realisation"), ideally "taming" an alpha guy to marry and have babies with ("Family"). If that window is missed, a woman will feel lonely and confused ("Wilderness").

For guys, it's more of a slow burn because their SMV components have to be gathered and delivered over a longer period. From late teens to late twenties, it's all

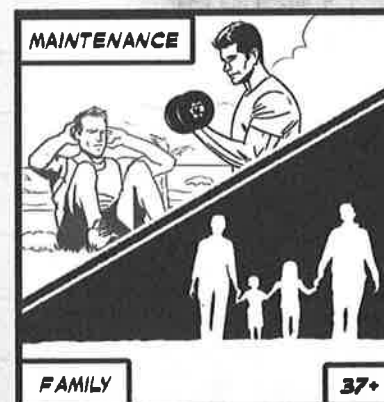




about building value ("Foundations"). Men have their highest SMV from their late twenties to mid-thirties ("Winning"). After the peak, their advantage over the house drops too, but at a much reduced rate compared with girls. This is why men can Street Hustle into their 30s, 40s and beyond. As long as we maintain the SMV we've built up, we can remain in the Game ("Maintenance"). Once into his late 50s, a man can focus on other pleasures in life ("Retirement"), not just beautiful women.



Guys shouldn't cash in their chips and "settle down" until after the age of 35, as they first need to learn the hustle inside out while capitalising on their peak SMV years.



FRAME

"Women don't want to win; they want a winner."

Patrice O'Neal

If you remember only one thing from this book, make sure it's the concept of **Frame** and how it applies both to picking up girls and to life. I can't stress this enough.

Whenever you're interacting with someone else - a girl, a boss, a friend, or a family member - someone is "holding the Frame." Frame can be defined as the underlying **context and reality** of the interaction which affects the the direction and control of the conversation, situation or relationship. Ask yourself at all times... who's the hammer and who's the nail? Who's the leader and who's the follower? Who is in whose reality?



Either you hold the Frame or she does. It's as simple as that.

A high value male will be in control of the Frame. As you will learn when exploring the toolkit, in practice this means that he leads with conviction, he lays down boundaries, he steers things in the direction he chooses, and he holds the power. Think of a silver-back gorilla for whom we apply the term **alpha**.

A feminine woman will naturally be drawn to such an alpha Frame, will want to sit inside it, and will be subservient to it. This natural dynamic (as evident across the animal kingdom) is known as **Male-Female Polarity**. Imagine two magnets with opposing poles,



north and south, that are inexorably drawn to each other. The masculine pole will always be attracted to the feminine pole, and vice-versa.

A man "loses the Frame" when this Polarity is disrupted and he falls into a woman's Frame. He becomes effeminate while she becomes masculine, and the whole power balance of their relationship collapses. We call this kind of man **beta**.

Loss of Frame feels inherently wrong and combative, like two repelling poles, and it is the man who must take responsibility for this loss of Frame control — just as parents must take responsibility for naughty children, and owners must take responsibility for their dangerous dogs or untrained puppies..

Feminists and the "politically correct" will describe this view as "misogynistic" and "sexist", believing instead that there are no gender differences and that men and women should somehow have an "equal" Frame. This shows a deep misunderstanding of basic biology and social dynamics. To a woman, a male is either superior or inferior, and never her equal.



*# Lauren H

01278503422

The reality is that Frame control is not an act of war, but is a necessity hard-wired in nature. Just as a class of children needs and enjoys a strong teacher, a feminine woman really doesn't want to hold the Frame. While she might well try to take it temporarily (like children acting up for a new teacher) she's always waiting for the man to take it back. These moments are called **Frame Tests**.

A girl will conduct these Frame Tests (in the pickup community called "Shit Tests") to gauge a guy's real SMV. If he passes these tests, he keeps control of the Frame, and her attraction for him goes up. If he fails, he loses the Frame, and her attraction for him goes down. An experienced hustler sees Frame Tests as a good thing, as a chance to trigger more attraction and alpha status.



The woman wants to lose to a superior Frame, but she needs to test that it really is superior

Every class teacher, every parent, and every successful masculine man knows that the correct Frame has to be set at the start. Once Male-Female Polarity gets disrupted and confused then it's hard to recover. Holding the Frame has to be done from a position of strength. It cannot be reactive or confrontational. With great power comes great responsibility.

Good Frame control is neither too soft nor too hard. This type of leadership is called **Soft Dominance**, and it means leading without intimidating. People want to be in your Frame because of your appeal and attraction, not your coercion or threats.

NICE GUYS VS. BAD BOYS

Men grow up being told to be Mr. Nice, Mr. Reliable, Mr. Dependable, Mr. Humble, and Mr. Polite. In movies and fairy tales it's the Nice Guy who gets the payoff of the pretty girl at the end of the story. It's the Disney dream we're sold from an early age— the shining White Knight on a mighty steed, saving the princess from untold dangers and bad men. I should not by now have to point out why this Frame is so wrong, and why these beliefs are so firmly planted in the minds of beta males.

In reality what we see around us in school, in college, at work, and in bars, is the alpha "Bad Boy" getting into bed with the attractive girl. It hurts when we see our idyllic beta fantasy crumbling before our very eyes when the "asshole," "jerk" or "loser" gets the girl.

In popular culture it's common to refer to this painful reality replacement as "swallowing the red pill," after the movie *The Matrix* where the protagonist has to swallow a red pill to see the world as it truly is. Alternatively, he can lie to himself and remain in the fantasy world by swallowing a blue pill. The mysterious character Morpheus explains this to the protagonist Neo like this:

"This is your last chance. After this, there is no turning back. You take the blue pill— the story ends, you wake up in your bed and believe whatever you want to believe. You take the red pill — you stay in Wonderland, and I show you how deep the rabbit hole goes. Remember: all I'm offering is the truth. Nothing more."

A new Street Hustler most likely starts out in denial with the Nice Guy beta Frame. He doesn't get the girls he wants because the Polarity is all wrong. He's apologetic, he's needy, he hides his intent, he doesn't lead, and he plays it safe. Girls call him a "friend" or "like a brother" but they don't want to sleep with him. This can leave a guy feeling bitter and angry at the world, in what I term Bitter Beta Syndrome.

It may take weeks, months or even years, but the potential hustler who persists with practising infield pickup will eventually take on an alpha Frame and will regain correct Male-Female Polarity. He'll learn to pass her Frame Tests without getting reactive. And without selling his soul he'll know how to replicate the qualities of the Bad Boy that women find so sexually arousing. He'll let girls know what he wants; he'll lead and he'll escalate.

Finding the sweet spot between "pushy asshole" and "decent human being" is a tricky balancing act for the wannabe seducer, and I call this the hustler-with-heart balance that every Street Hustler should aim for by being a "Nice Bad Boy."



Over time, your hard work implementing hustle techniques on the streets will lead to improvement in your Frame

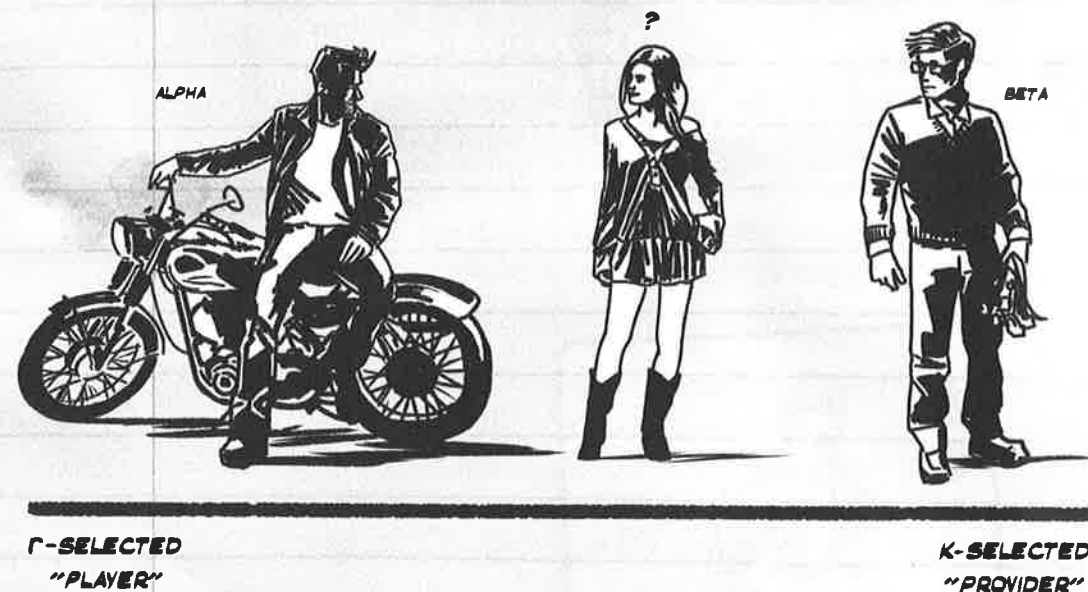


Alexandra, call at 7pm
+1 (201) 984-5656

LOVERS VS PROVIDERS

In biology, male organisms fit on a spectrum between being “**r-selected**” (fully polygamous) or “**K-selected**” (fully monogamous) organisms.

r-selected animals will mate at an early age and produce many offspring. This encourages a strategy of “pump and dump,” which means mating with as many partners as possible — same day lay style. This is represented in the human world by the archetypal alpha “lover.”



K-selected animals will mate and produce a small number of high-quality offspring. This encourages a strategy of long-term pair bonding, like marriage. In humans, this kind of guy is the beta “provider.” Genetic legacy is the end Game for both of these strategies, albeit achieved in different ways. Male and female humans can adopt either r or K strategies in the same lifespan. As we’ll see later, the Street Hustle is weaponised to bring out a girl’s “r” strategy even if she is usually “K”.

Women make use of both these strategies for different purposes. The female dual mating strategy means she’s looking for an r-type lover for the best alpha DNA, and a K-type provider to make sure she and her babies are safe longer term. This is often referred to as “*Cads vs Dads*.”

Hypothetically, she’d like to get both benefits from the same guy by “taming the alpha”, but realistically she has to find the two things at two different times—the alphas in her early “party years”, then a Nice Guy beta boyfriend to settle down with in her “Realisation Years”.

The good news for the wannabe Street Hustler is that we can choose which type a woman views us as — either the Nice Guy provider boyfriend who takes her on multiple dates and buys her things in order to sleep with her, or the Bad Boy lover guy who gets the sex for free... and fast.

In reality, of course, it’s not so binary. As men, we’re all on a sliding scale somewhere between alpha and beta, lover and provider. Some guys might be alpha boyfriends or fathers, and some guys who start off in life as the Bad Boy alphas can become hopelessly needy cuckolded betas. However, most of my students come to hustling from the provider mind-set dictated by the House Rules of modern society, so it’s important for them to swing the pendulum in the opposite direction — of being a lover for a few years while the correct alpha Frame is established and Game principles are internalised.

Yes, I did say *years*. Hustling is a long con.



PICKUP IS SALES

"Where compliance ends, hustling begins."

Being a successful Street Hustler means you need to understand not only Sexual Economics, but also how Game is applicable more broadly to the canvassing politician, the internet marketer, and the door-to-door salesman (to name just three). Street Hustlers occupy a particular niche in the wider hustler demographic, and like heist men they may be specialists in lock-picking, safe-blowing or getaway driving.

Hustling is all about seduction and persuasion. It's about getting someone else to do what you want without being too pushy or too soft. Classic sales tools and techniques apply as much to picking up girls as they do to selling on a market stall. We want to pump her buying temperature as high as possible, then make a "Close."

Perhaps you already know some sales terminology and techniques:

- * Closing Leads ("Always Be Closing - ABC")
- * Flattery
- * Sell on a High
- * Build Rapport
- * Be Persistent
- * Use Their Name
- * Assume the Deal
- * Look Past the Sale
- * Use Emotive Language
- * The "Yes" Ladder
- * AIDA (Attention, Interest, Desire, Action)



A great example of these sales techniques being put to use can be found in the 1969 documentary *Salesman*, about Irish American Catholic door-to-door bible sellers. It is available to watch for free online. Another classic sales hustle portrayal on film is Alec Baldwin in *Glengarry Glen Ross*.

THE SCIENCE OF PERSUASION

Every Street Hustler needs to get a solid grasp of the psychological techniques used in sales. The best text for this is Robert Cialdini's classic *"Influence - The Psychology of Persuasion"* in which he groups the many sales techniques together into 6 main principles:

- *Reciprocity*—do something or give someone something, and they'll want to return the favour
- *Commitment*—get someone to agree to something small, then increase their agreement with bigger and bigger requests
- *Social Proof*—people do things if they see others doing the same
- *Authority*—people like to follow a trusted figure / idea
- *Liking*—we have to feel an affinity with another person who's persuading us
- *Scarcity*—people want to have what they can't have.

You may already be joining the dots and seeing how these sales principles apply to Street Hustling, especially the principle of scarcity that I've already discussed. We'll be revisiting these principles and the techniques associated with them throughout this book.



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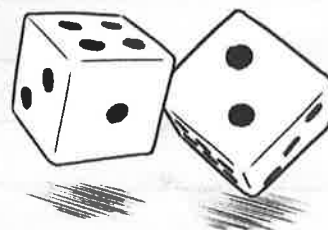
LESSONS FROM THE TRADING FLOOR

"You only need luck if you don't have a good system. If you have a good system with an edge, then all you need is patience."

Street Hustlers are learning to trade their SMV optimally—with inside information about the market, and the use of an effective structure that provides an edge. We need to know what we're trading (SMV components), what they are worth in the particular market, and therefore the best time to make a trade. In order to be consistently profitable, and not reliant on luck, we need to separate the signal from the noise.

From the trading pits of Wall Street to the London Stock Exchange come several key principles that we must apply to our Hustle with girls:

- *Accept that there will be losing trades. Cut your losses and move on*
- *You need time to see patterns and filter out random noise*
- *A weak signal is still a signal*
- *A calm detachment from the ups and downs of single trades is vital*
- *The real risk is doing nothing. At some point, you have to Pull The Trigger*
- *Neglecting fundamental principles and work ethic is a sure-fire path to loss*
- *The market is not truly efficient; there are mispriced deals everywhere.*



LESSONS FROM PIMPING

"Most men, the prostitutes felt, were too easy to push around. Every day these prostitutes heard their customers complaining that they never heard anything but griping from women who were being taken care of and given everything. The prostitutes said that most men needed to know what the pimps knew."

Malcolm X

Whilst obviously not recommending that you actually get into the dark art of pimping, it's essential that men take lessons from fellow hustlers about skilful Frame control and the true nature of women.



Hustling technique is morally neutral, like a kitchen knife. But whatever you use it for, the sharper the knife... the better.

A good place to start is Iceberg Slim's infamous autobiography "*Pimp—Story of My Life*." A wise Street Hustler will immediately draw parallels between this real world account of pimping and daytime seduction. Our aim is not to become a pimp, but to apply these lessons to our Game:

- *Be the player, don't get played (pimps have to make sure their girls are not playing them)*
- *Don't chase them, replace them (new leads are better than trying to recover lost ones)*
- *Keep your front up (stand out with your style, swagger and tight Game)*
- *Break her Frame (she has to submit to you)*
- *Keep your history a mystery (be enigmatic and let her imagination run wild)*
- *Be the rock (she needs your instructions and direction)*
- *Pass her tests to gain respect (she'll naturally test your Frame)*
- *Know when to fire her (walk away from a losing trade)*

THE HEIST OF COLD APPROACHING

Your grandparents most likely met through work or their social circle. This is called "warm" approaching, and it takes time. Lots of time.

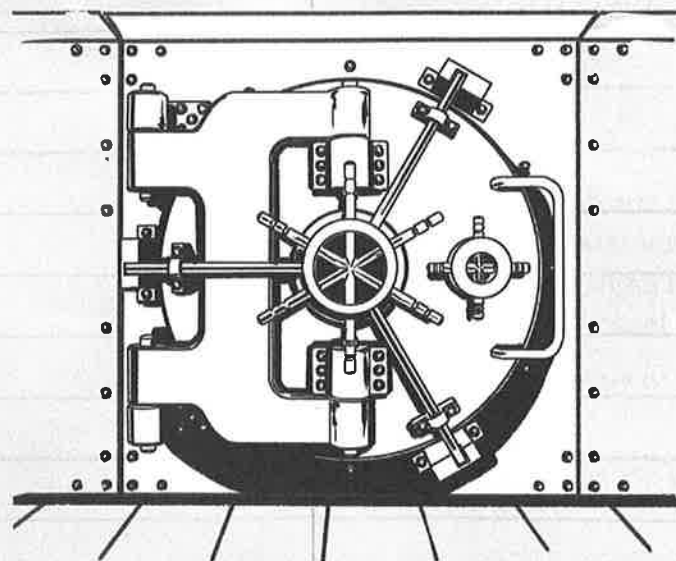
In any tribe structure, men have to compete in the "Testosterone Olympics" to prove themselves and rise to the top of the ranks for a chance to mate with females. Even though we no longer live in small isolated clans, we still have this instinct to scramble to the top of whatever SMP we're in. If you're in college, or you work in an office, you'll immediately know what I mean.

This is why most men are severely limited when it comes to mate choice, thus amplifying the scarcity principle tenfold and accentuating their frustrations and neediness. The SMP in which they're trying to trade is tiny and over-saturated.

"Cold" approaching means operating outside of this fixed tribal structure. It's about downing tools and walking out, and *sticking it to the man*. You refuse to compete in the Testosterone Olympics of your current SMP, and you find a much more profitable one instead. You give your SMV a massive advantage by cutting out the middle man and going straight to the source.

Cold approaching is the mechanism that focuses a guy's SMV into a laser beam that can burn through any bank vault protecting a girl's jewels. We're the guys that girls "cheat with", not "cheat on".

I'm a huge fan of heist films, which surprisingly cause us to root for the villains because of their sheer audacity and cheekiness in broad



daylight. Watch movies like *Casino* or *Catch Me If You Can* to get a flavour of the genre.

As a Street Hustler I often feel like the infamous American hijacker DB Cooper, jumping out the back of a 737 airliner and into the cold dark night with a parachute and a bag full of ransom money, never to be seen again. People love this legendary unsolved crime because of its wonderful flagrant boldness.

It's the same when taking numbers from girls under the noses of coffee shop staff and other guys when out and about—just like the poor Italian immigrant Vincenzo Peruggia stealing the Mona Lisa from the Louvre under his coat in 1911. The cheekiness of the daygame heist never ceases to amaze me.

My addiction to cold approaching stems more from it being a heist *against society* rather than *against the girl*. I refuse to play by the rules. I refuse to operate in the expected SMP of an office, club or social circle. I create my own SMP, and I use the loopholes in the Game to beat the house.

As with many great heist movies, the *thrill of the chase* is as appealing as the actual *prize*. As any angler knows (or should know), the real pleasure of fishing is in the anticipation... not the final catch.



Hildegard K. @ Pub, Saturday night



A FAIR ADVANTAGE

"The caribou feeds the wolf, but it is the wolf who keeps the caribou strong."

Inuit proverb

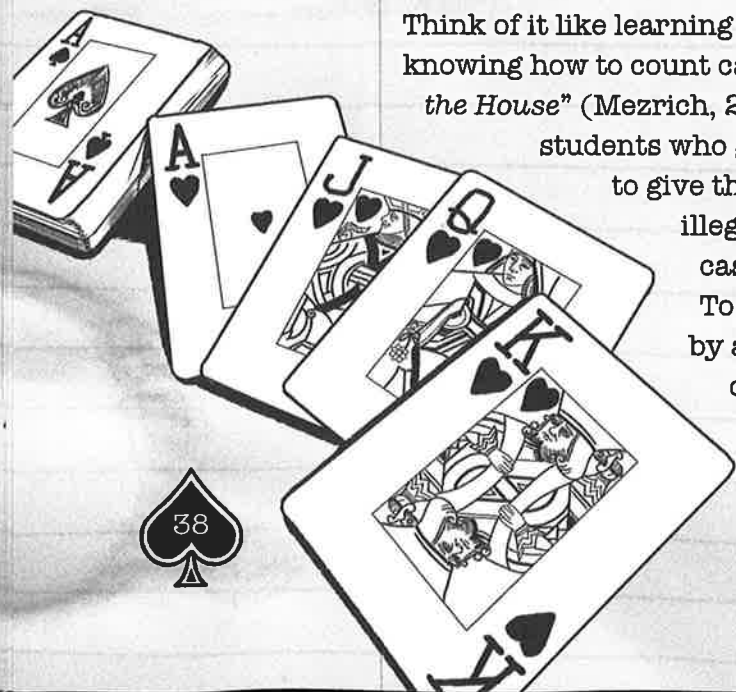
The usual gut reaction to pickup artists is to label them as "rogue traders" whose hustle is "manipulative," "dark" or "unfair." In reality, raising your real or perceived SMV is the very definition of playing the Game of life. Guys buy Ferraris, girls buy fake boobs. Guys wear fancy watches and other status badges, girls wear make-up. Guys dazzle with confidence, girls dazzle with short skirts. One side needs the other in the co-evolving eternal arms race.

When a magician performs a magic trick, the audience suspend their disbelief as willing participants in the ploy. They don't resent being tricked; they understand that the performer needs an audience just as much as they need him to entertain them. It takes two to tango: men want to seduce, and women want to be seduced.



When women hustle you, it's because you have something they want. Value is delivered on both sides.

Street Hustling all about improving your advantage over the house. Think of it like learning so-called "basic strategy" in blackjack, and knowing how to count cards as depicted in the book *"Bringing Down the House"* (Mezrich, 2003). This is the true story of the nerdy MIT students who gave Vegas a run for its money by using maths to give them a 7% advantage. Though not strictly illegal at the time, this could get you banned from casinos or taken to a back room for a beating. To avert suspicion, the MIT team had to be smart by acting drunk, flirting with waitresses, and charming pit bosses. Their hustle, much like ours, was an art as well as a science.



THE SECRET SOCIETY

"I know that you know that I know."

A very small percentage of guys on the planet pull off the second hustle of getting casual sex from girls who happily go along for the ride without wanting a relationship in return. These men somehow "get it" and manage consistently to flip girls into the r-selection strategy. They subtly signal their intent by the way they walk, talk, flirt, twinkle their eyes... and lead. Girls instinctively know that they're in the so-called Secret Society.

It's termed The Secret Society because most of the male population don't know it exists and is operating all around them—girls sneaking away from their boyfriends to sleep around on holiday, wives sleeping with the window cleaner, unknowing fathers raising children that are not their own.

Successful Street Hustlers gain access to this exclusive society. They're the lovers, not the providers; the cads, not the dads; the alphas, not the betas. Being described as a "player" by women confirms your membership in this Secret Society.

Every aspiring Street Hustler should watch the original 1966 version of the movie *Alfie*, starring Michael Caine, which perfectly depicts the Secret Society player mindsets. It's a masterclass in Frame control.



NEGOTIATION STRATEGIES

"If you can't beat 'em, join 'em."

In the first Bait & Switch hustle, the guy wins by getting sex, and the girl loses by not getting the expected commitment. This type of deal is win-lose in the guy's favour, which obviously leaves the girl feeling dissatisfied with the deal.

A girl might also pull off the Bait & Switch hustle on a guy, by trapping him into a marriage and then divorcing him to get half of his assets. Or she might date a guy for his attention and resources, but not "put out." In both of these parasitic scenarios, the guy gets burnt.

In the second Secret Society type of hustle, the guy and the girl both get the casual sex they desire. It's win-win for both of them, but this doesn't mean that the hustle has vanished.

Such seemingly altruistic win-win approaches are easily explained using evolutionary "selfish gene" Game Theory, a famous example of which is the mathematical game known as "Prisoner's Dilemma" which shows how tit-for-tat you-scratch-my-back-and-I'll-scratch-yours relationships evolved.

In politics, a famous Prisoner's Dilemma example would be the Cold War relationship between the United States and Russia. Both sides developed nuclear missiles and threatened the other side with them. The three possible outcomes of this "game" were *win-lose* (one nation places itself at the mercy of the other by unilaterally disarming), *lose-lose* (both sides use their weapons to the point of mutual destruction), and *win-win* (whereby both sides keep their weapons but agree not to use them). We all know that the *win-win* strategy prevailed.



Altruism is an evolved mutually-selfish win-win strategy



At the start of your pickup journey, it's likely you'll be focused on pulling off the first type of Bait & Switch hustle by trying to sleep with as many girls as possible. But pretending to be the best boyfriend, and then doing a runner, makes you feel bad. So you'll then start focussing on the second type of hustle in which you give girls the adventurous no-strings Secret Society sex without promising anything in return.

The second hustle is harder, but is much better for your long term health and satisfaction—even if you remain an egoist at heart.



*Tactica - Friday night
Starbucks*



A WORD OF WARNING

It's a risky business, and heists can go wrong. When playing with fire, you might get burnt. Hustlers of every kind get so drawn into their schemes that it can quickly go from being a fun escapade to a dark addiction. Just think of Paul Newman in *The Hustler*, Al Pacino in *Scarface*, Leonardo DiCaprio in *The Wolf of Wall Street*. People tend to remember the razzle dazzle and early successes of the protagonists in these films, and forget that all these films have shocking endings. Reading about the dark world of pimping also reminds us that the hustle can go far too far.

Street Hustling, especially the first Bait & Switch hustle, can elevate what are known as "Dark Triad" traits: narcissism, Machiavellianism and psychopathy. While modest amounts of these qualities can actually improve your hustling abilities, stronger doses can poison your family, friends, girls, and ultimately... yourself.

The pickup journey has heavenly highs and infernal lows. Most players swing between elation (when pulling off an amazing pickup) and depression (when getting tired of the constant sting of rejection and near-misses). While getting laid a lot as a player, you can nonetheless be laid low by a craving for emotional connection.

Also be warned that, just as casinos really don't like it when you win, girls really don't like it when you run away after sex. And society doesn't like it when you get a girl from a cold approach by bypassing the traditional dating methods. There's a reason the Secret Society is so secret.

The key is to accept that there is a dark side to the Game, but not to allow yourself to be consumed by it. Keep a constant eye on how pickup is impacting on your health, happiness and well-being.

PART 1 SUMMARY

In this section you have learnt that:

- There are two types of hustle: "Bait & Switch" vs "Secret Society".
- The Sexual Marketplace (SMP) is where the hustling happens.
- Sexual Economics explains why men and women have to hustle.
- Males and females have different Sexual Market Value (SMV) components.
- These SMV differences lead to different mating strategies.
- The male and female hustles are played out over different timelines.
- Understanding Frame is key to having correct alpha Male-Female Polarity.
- Nice Guys do indeed come last. We need to learn from the Bad Boys.
- We must learn to become lovers, not providers.
- Hustle principles are universal.
- Learning to Street Hustle will give you access to the Secret Society.
- Secret Society sex feels better than pretending to be her boyfriend before running away.

* Meet Marlene *
Sundays 9pm
"Gold Duck"

PART 2:

TORERO'S HUSTLE TOOLKIT

In this section you will learn about:

- The Universal Blueprint that explains the common threads of pickup.
- Why gaming girls is like being a bullfighter.
- The London Daygame Model (LDM)—its different stages and purposes.
- The Torero Text Model—how to text her to get her out.
- The Torero Date Model—dating techniques to seal the deal.
- Hustle technique fundamentals.
- Specific Street Hustle toolkit techniques.
- Specific Text Hustle toolkit techniques.
- Specific Date Hustle toolkit techniques.
- Specific Relationship Hustle toolkit techniques.

THE UNIVERSAL BLUEPRINT

"Men advance; women retreat. Men go to leave; women block their exit."

Guys worry about which pickup models, schools or companies to follow. There seem to be so many conflicting theories about how best to meet and attract girls.

In reality, there's just one universal pickup structure, one underlying Darwinian dance that is as old as time itself. It's the same model that any hustling salesman, magician, pick-pocket or con-artist uses:

1. Identify the target ("mark")
2. Approach them and warm things up ("the set-up")
3. Attract them into the proposition ("bait the hook")
4. Get them investing ("down the wire")
5. Seal the deal ("the shut out")
6. Getaway ("the sting").

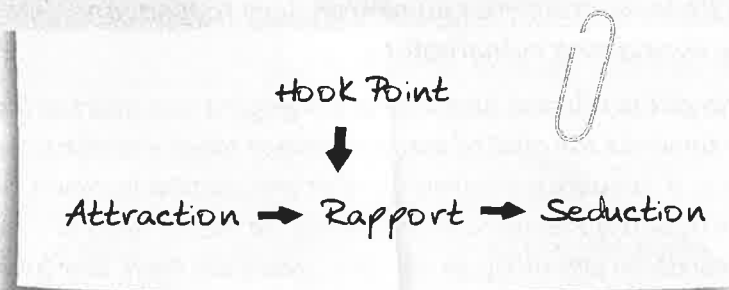
Picking up a girl follows a very similar pattern:

1. Guy notices a girl he's attracted to who might be available (she's his "set" or "**target**"). The girl has many sexual options and has to filter through all the guys that are interested in her. This gives her a seemingly hard exterior while she sees how many guys will persist.
2. Guy **approaches** girl (he "Opens") and lets her know that he finds her attractive ("direct Game"). In order not to seem too keen or too friendly, he attracts her by breaking rapport with teasing and challenging, balancing his initial "pull" of the compliment with a "push."
3. Guy does this until he notices the girl is interested and is happy to dance (the "**Hook Point**"). Guy starts to encourage her to chase too – like a cat trying to grab a ball of wool – by further pulls and pushes. He gets her more and more into the dance by baiting her to invest further.

4. It can't be all high-energy fun and games, so he dials down his energy, getting her to do more of the work when they're out on a **date**. He builds rapport, maybe even deep rapport, and gets her to open up by showing vulnerability.
5. Once the girl is relaxed and trusts the guy, he can start to lead harder towards the goal of **sex**. She knows what's coming once they're in a seductive environment or an isolated location, so she starts to test his Frame harder to see if he really "gets it". The guy has to escalate smoothly so as not to seem too keen. Her token defences are followed by sex ("the Close") or not.
6. Once they've had sex, the script is now fully flipped. He decides if it was a "one night stand" or if he wants to see her again. He's holding the Frame, and the ball is in his court. He can run away ("the **sting**") or keep her around for a **relationship**.



All pickup models, companies and instructors use this structure in their teaching of the **Universal Blueprint**:



In this Blueprint, Attraction, Rapport and Seduction are *processes* whereas the Hook Point is a *key outcome*.

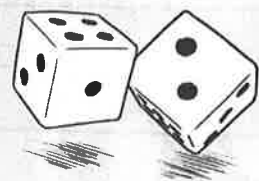
As we've seen, some guys build **Attraction** with Street Hustle skills—some in nightclubs with high energy antics or dancing, some with looks, and some with money or fame.

Once the girl shows signs that she's taken the bait and is attracted, we say she's "hooked" and we know we've reached the **Hook Point**.

Rapport is built in order for the girl to make a connection with the guy, and to trust him enough to let him try to seduce her.

Seduction happens when she's comfortable enough for him to lead and escalate.

The Blueprint can move fast or slow. Executing it live ("infield") might take less than an hour if it's a drunken horny nightclub toilet lay, a couple of dates if it's a typical daygame scenario, or even months if it's a slow social circle approach at college or work.



BECOMING A TORERO

I like to draw parallels not only between the Universal Blueprint and other forms of hustling structures, but also between the Universal Blueprint and the ritualistic stages that a bullfighter ("Torero") goes through when baiting a bull.



A bullfight has three distinct phases or *tercios* ("thirds"), each one signalled by a trumpet sound.

1. *Tercio de Varas*—the bull is released into the ring, where the Torero whips it into a frenzy with his cape to test the bull's ferocity. An assistant on horseback jabs the bull with a spike so that it lowers its head and gets ready to fight.
2. *Tercio de Banderillas*—The bull is weakened with further stabs that tire it ready for the final stage.
3. *Tercio de Muerte*—The Torero uses his cape to attract the bull in a series of passes which wear it down still further. He shows his domination of the bull by bringing it close to him. Finally, he kills the bull with a sword thrust to the heart.

The parallels with the Universal Blueprint should be obvious. A good Torero knows how to drive the bull crazy with his push-pull cape movements. He knows how to weaken and tire it, then escalate towards the kill.

Whilst you don't have to agree with the sport of bullfighting (hustle technique is morally neutral), you do have to keep this three-part Blueprint in mind while working through this book. It's no accident that my tag line is "grab life by the horns!"

THE MODELS

► The London Daygame Model (LDM)

If you want to make practical use of this book, and not sink into endless theorising, then you need to understand and implement this model more than anything.

From 2009 to 2013 a handful of daygamers in London made thousands of cumulative cold approaches on the city streets, in stores, cafes, stations and parks. They compared notes and eventually invented the **London Daygame Model (LDM)**.

The LDM focuses only on the first two stages of the Universal Blueprint—from “Hello!” to getting her phone number. The subsequent seduction stage happens when you get the girl out on a date and back to your apartment.

The LDM is linear and has 5 distinct stages:

1. **Open** (*Say hello and tell her what you want*)
2. **Stack** (*throw out bait to get a conversational topic going*).
3. **Vibe** (*have fun with her on that topic until she “hooks”*)
4. **Invest** (*dial down your energy to get her working*)
5. **Close** (*get her details or walk off with her*).

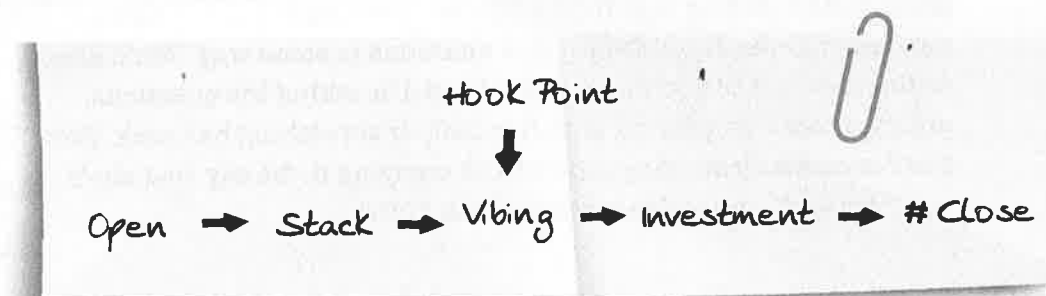
The first three phases of the LDM are all about generating and playing with attraction. Phase 4 is based on rapport, whilst Phase 5 is back to a bit of attraction. So most of the LDM is based on attraction, and we’ll come on to how to generate this soon.

A typical daytime interaction usually lasts between 5 and 10 minutes. Less than 5 is too fleeting, and more than 10 can fizzle out into friendly chit-chat.



In any Street Hustle interaction, you should know where you are in the model, but over time (one or two years) the rigid structure can become more fluid and free. Think of the model as merely a map rather than a 100% accurate representation of the terrain to be traversed.

Let’s have a look at each of the five phases in more detail:



1. **Open** – This is a “cold approach” so it means you don’t know the girl before approaching her. You’ve seen her walking down the street, sitting in a coffee shop, or browsing in a store. Without hesitating (so that anxiety doesn’t set in) go up to her and get right in front of her so her attention moves from what she’s doing and onto you. Remember to hold twinkling eye contact and smile as you go in. You’re going to speak slow and low to counteract the effect of nerves. You’re also going to have something ready to say, which might be something along the lines of:

“Hi, I know this is a bit random, but I saw you and I thought you looked cute. I wanted to come and say hello.”

2. **Stack** – This is the tricky part. 99% of guys start by grilling the girl with boring predictable questions that kill any initial spark. Avoid this at all costs by turning these questions into fun flirty guesses about her. Try something like:

“What I noticed about you was your dreamy faraway look. I’m guessing you’re not from around here; you’re way too relaxed!”

Remember that both the *Open* and the *Stack* are all about generating attraction, so this needs to be light-hearted and fun.

3. **Vibing** – Throwing out some guesses about her will get the girl responding and giving you a topic or two to talk about; e.g. her country, her job, or what she’s doing now. It’s key that you take hold of this topic with both hands and unpack it. Jumping between topics is a sign of nerves which destroys any conversational flow. You’re still in attraction mode, so when you’re expanding on her topic it’s going to be based on role-play, silliness, accusations, and playful challenging—anything that spikes emotions in some way. You’ll keep in this mood until you notice that the girl is asking the questions, crossing her legs, playing with her hair, or scratching her neck. Now she’s essentially sticking around and enjoying it. We say that she’s now “hooked” and we’ve reached Hook Point.

4. **Investment** – After the Hook Point, we want to dial down the fun, fizzy energy of attraction and connect with her. Now is the time to ask the normal getting-to-know-you questions that you so far avoided, so that you can get her to do more of the work of opening up and asking you the questions. You want to give roots to the interaction, to show her that you’re more sincere than Mr. Smooth or Mr. Entertainer.



5. **Close** – It’s time to get her details so you can see her again. You have to end the interaction before it fizzles out. Remind her again why you stopped her, and let her know you’re inviting her out for a date rather than just having a friendly chat. Don’t give her your details, always lead, and say something along the lines of:

“Well, I’ve got to get going, but I find you attractive and another time I’d like to take you out for a drink, so let’s swap numbers...”

*Brunette Megan at 7.30
Sunday, 18th*



► Torero Text Model

After getting her contact details, what next? Remember that the aim of the Game is to get her out and sleep with her, and maybe even date her long term, but not become platonic "text buddies" with her. Yet you don't want to ask her out straight away, because this will send out desperation signals. The objective is to text for a few days and then get her out within a week of the cold approach. If she's so keen that you can invite her out sooner, so be it.

Like with the LDM, there's a tried-and-tested framework for texting a girl you've met through a cold approach:

1. **Feeler Text** (to see if it's a real number / if she responds / if she's keen)
2. **Ping Texts** (a back-and-forth exchange of light-hearted flirtatious messages)
3. **Request Text** (asking her out).

There is also a set of texts you can send her in certain situations—if she doesn't reply to the initial message, if her texts become few and far between, if she declines the date offer, or if she vanishes altogether. We'll come onto these in the toolkit.

For now, let's look in more detail at the different types of messages in the model. It doesn't matter if these are traditional SMS text messages or social media messages through Facebook, WhatsApp or anything else:

1. **Feeler Text** – Once you've got her number, text her your first message a few hours afterwards. Don't wait until too late in the evening or the next day when the initial sizzle has fizzled. Send her something non-needy and not too predictable such as:

"Hey dreamy architect, random but cool to meet you, are you always so friendly to new people?! Tom"

She will either reply to this or not. The speed and length of her reply lets you know how strong a lead it is going to be. If she replies, it's time for Pinging.



2. **Ping Texts** – You don't want to ask her out just yet until you've got back into the fun flirty vibe that you created on the street. Ping texts are sent once or twice a day as a backwards and forwards exchange between you and her. They don't ask the boring bland questions that most guys use ("How are you? How was your day? What's up?") but once again spark up the attraction with an observation plus a cheeky question:

"Sitting in the park watching squirrels fight. What mischief are you causing today?!"

"Trying to decide between a brownie or cheesecake. What's going on in Anna's world?!"

3. **Date Request Text** – Once you have been Pinging back and forth for a few days, and you feel she's into it, it's time to invite her out. You're not actually going to ask her if she's free; you're just going to lead and make a suggestion:

"Let's have a drink one evening this week to plan world domination. Tue or Thu after 8pm perhaps..."

When she replies, it's just a case of sorting out the logistics (exact time and easily recognisable meeting place) the day before the date.

Some general rules for texting include:

- Make your texts 1/3 shorter than hers, to keep the correct Frame
- Don't use kisses
- Write texts with correct spelling and grammar (not "how r u doin?")
- Use emoticons like smileys and wink faces sparingly, and only if she does first
- Don't reply immediately. See how long she takes, and match it with a bit extra
- Keep her guessing, use push-pull, be hot and cold
- Get her out, don't be her text buddy. "You can't fuck a phone number!"

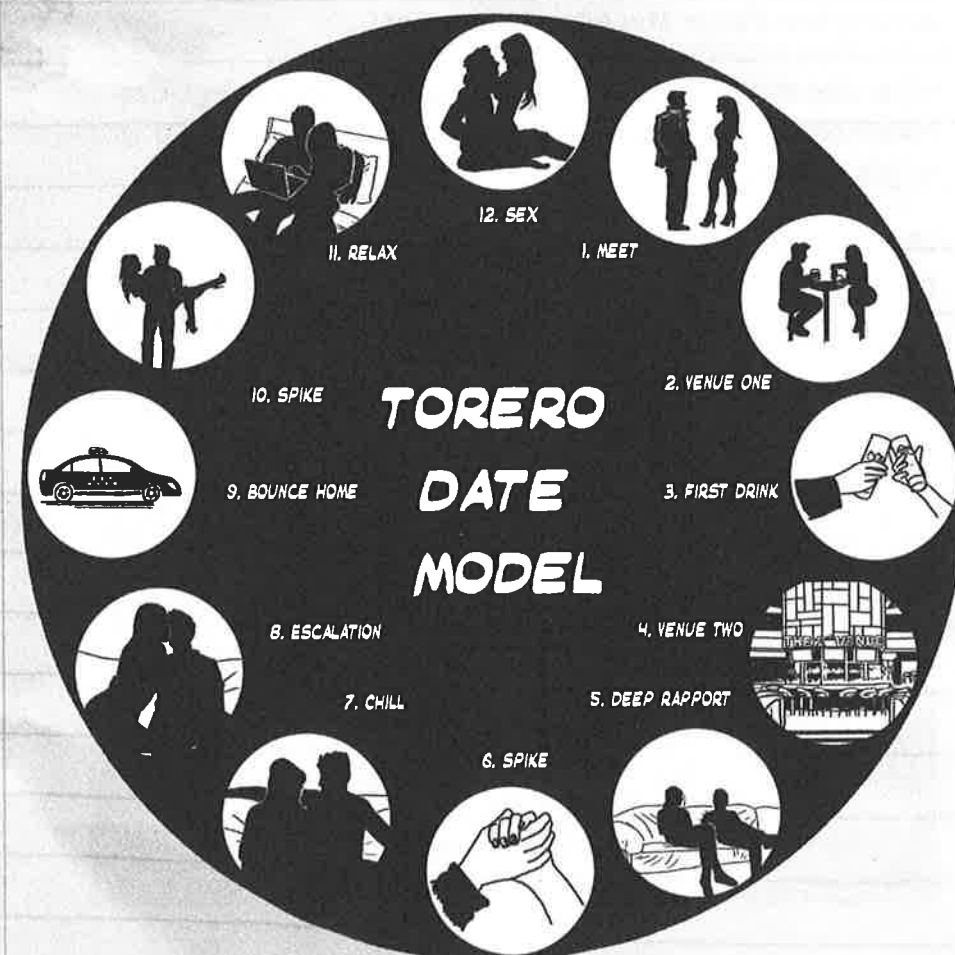
► Torero Date Model

Once she's agreed to come out on the date, there's a whole new challenge to face in terms of venues, seating, drinks, conversation and escalation.

Between 2010 and 2012 I collected data from the hundreds of dates I went on, and I used the findings to determine my own dating model. I looked for patterns and adjusted my model to find the optimum strategy for taking girls out and sleeping with them.

The most common mistake guys make on dates is playing it safe and not escalating. They're stuck in comfort quicksand and get put in the "make him wait" boyfriend box. What's missing is directness and sexual tension. The model incorporates these ingredients by breaking rapport with what I term "**Spikes**," which can be verbal or physical.

The model is divided into 12 stages, which you can imagine to be like the numbers on a clock face:



1. **Meet** her at a pre-arranged spot and walk to the first venue, making light hearted banter on the way
2. Arrive at the **first venue**. This should be a café or bar that is bright and busy. Spike things up by reminding her it's a man-woman dynamic, not just a friendly chat
3. Build rapport over the **first drink** using the usual "getting to know you" topics
4. **Move to the second venue**, spiking things up as you walk there with some light touch and / or sexualised comments
5. The second venue should be darker and more seductive, like a lounge or cocktail bar. You need to be sitting next to her this time, on a sofa or stools. Here you'll go into **deep rapport** by getting her to open up emotionally
6. **Spike** out of comfort by beginning verbal and physical escalation
7. **Chill** in the second venue, slowing everything down and giving her space
8. Amp up the **escalation** again, this time going for the **kiss**
9. **Bounce** to yours or hers in a taxi, making chit-chat to calm her mind, especially when entering the Close location
10. **Spike** things up on the sofa with more kissing as you watch a film
11. **Relax** on your sofa or move your laptop into bedroom for chilling
12. Escalate towards **sex**.

The model centres on the principle of **Universal Fractionation**, or a continual "on" then "off", so you come across as neither too horny nor too passive. You are balancing the escalation ("pull") with normality ("push") in order to seduce fast.

Plan A is to complete the model in one evening on the first date. This should always be attempted, but will only be successful around a quarter of the time, even if it's a high-quality Secret Society hustler at work and she wants casual sex. Girls often feel "buyer's remorse" if it's too fast.



Plan B is to complete stages 1-8 on the first date, and then stages 9-12 on the second date. This is the most common scenario for both types of hustle. Be willing to flip to Plan B if you sense reticence on her part during the first date. However, you **MUST** at least TRY to kiss her on the first date, even if she refuses it.

Plan C is to complete stages 1-8 on the first date, repeat 5-8 on the second date, and then complete 9-12 on a third date. This is common for the first type of hustle, and also if outside forces require you to wait a long time between dates.

More than four dates and you're getting into "make him wait" territory which shows she has an agenda other than having the hots for you; most likely putting you in the potential boyfriend / provider box. She's pulling off the first hustle on you, and her hustle is overwhelming yours.

We'll break down the exact mechanisms of each stage later in the toolkit.

Natasha ☺ Friday, 8AM

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HUSTLE FUNDAMENTALS

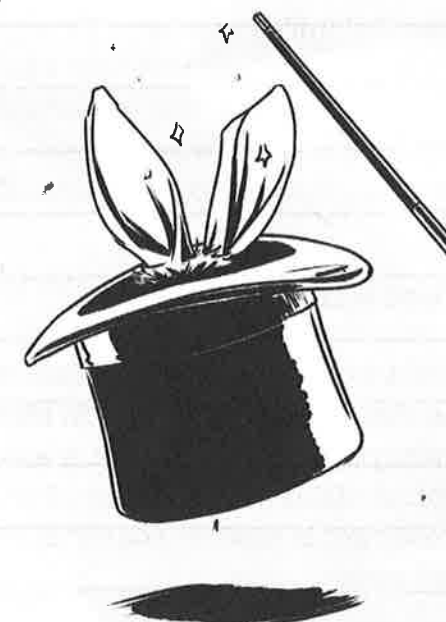
Before looking at the hands-on techniques for hustling on the street, via text, on a date, and in a relationship, it's important to internalise some fundamental concepts that apply across the board in all of these areas.

I've grouped them into "**The Big 10**" ideas that are critical to understand.

These are followed by practical concepts about "**Value Building**."

Then come the important "**Hustler Mindsets**" and "**Foundation Concepts**."

NB: Don't be tempted to skip ahead to the infield tools and techniques until you've got a solid grasp on these fundamentals. Re-read them again if needed until you've processed the concepts. Without understanding them, the toolkit makes little sense.



THE BIG 10

► Generating Attraction

As we've seen, a male's SMV has many components, which is why statements like "*it's all about looks*" or "*it's all about money*" fall flat.

The infamous Canadian pickup artist Erik Von Markovik, more popularly known by his stage name Mystery, nicely summarised the male SMV components with his "**5 Attraction Switches**":

1. Leader of Men
2. Protector of Loved Ones
3. Emote Freely
4. Risk Taker
5. Pre-selected

Much like Cialdini's Persuasion Principles, there are clearly common themes regarding what influences others. Women are attracted to men who lead and dominate, who can take care of them and their potential offspring, who are not stifled and shy, who are adventurous, and who other women have already approved of.

► Street Attraction

If we're not flashing cash, using male model looks, social status or fame, how do we trigger attraction from a girl on the street? We can't use Mystery's Attraction Switches as we would in a social circle or nightclub. So aside from our basic fashion, grooming and fitness, all we've really got is what comes out of our mouths. This is what's called *banter or patter*.



Daygame flips attraction switches implicitly rather than directly. The girl reads between the lines to infer these qualities from your behaviours.

The answer to creating attraction with banter lies in doing the *opposite* of what most other guys do. While they try to be friendly and build rapport, attraction is actually generated by breaking rapport in a fun way with Spikes. It's all about *pushing* rather than *pulling*, and this can be done in two main ways:

- a) **Teasing**—don't put her on a pedestal, but treat her like you would a little sister or a good friend in the bar. Ruffle her feathers, accuse her, be surreal, and role-play with her about causing mischief.
- b) **Challenging**—show her who's boss by not agreeing with everything she says. A beautiful girl is not accustomed to someone disagreeing with her. When the time is right, you're going to challenge in a calm, non-reactive way without starting an argument.

Teasing and challenging need to be woven into creative **storytelling**, which is at the heart of the quick patter of the successful salesman. Storytelling and improvisational skill come with infield practice.



Attraction is created in the playful push

These components raise your SMV in her eyes when she realises you're not in awe of her just because of her looks, and she presumes you're desensitised to beauty because you've dated other girls like her. This is implied preselection in action. She senses that you're a leader, that you emote freely, and that you are clearly a risk taker because you approached her during the day without already knowing her.

Understanding that attraction is in the "push" rather than the "pull" is vital, as it's so counter-intuitive to most men. Breaking rapport, not making rapport, is what singles you out as an alpha male. How to tease and challenge playfully will be explored in depth later on.

► **Fractionation**

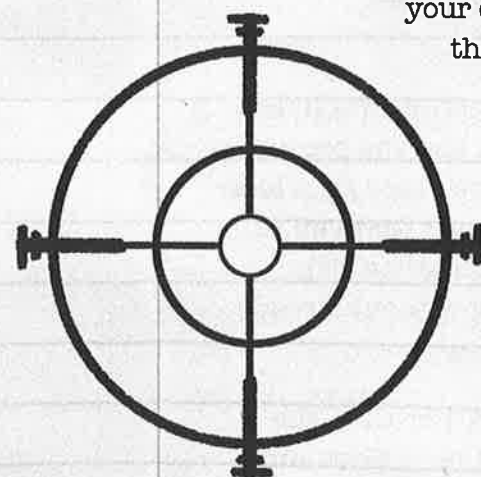
"Game is learning to calibrate your intent."

Imagine a movie that has stunt after stunt, explosion after explosion, car chase after car chase. You've probably seen dozens if not hundreds of them, but it's hard to name even a handful because they're quickly forgotten. Too much drama, and too predictable, so you always know what's going to happen.

Good films, good music, good books, good performances, and good Street Hustling need moments of drama and moments of calm. In Game this is known as "**Push-Pull**" where you balance being "off" (push) and "on" (pull) to leave the girl guessing.

Fractionation is the technical term for this contrast, which is highly stimulating for the girl in the same way as a cat being attracted to a ball of string that you keep jerking away from it in an unpredictable fashion.

Learning to balance your pulls and pushes smoothly is a major component of **calibration**, much like clutch control in your car. The sweet spot here is what I call being the "Badass Buddha" who wants her but never needs her.



Fractionation is applicable at both the micro and macro levels: from a cocky-funny one-liner to how you write your text messages or schedule your meet ups with her.

► **Flip-The-Script**

"Customers like to feel like they're buying, not being sold to."

"Give her the gift of chasing you."

Both in pickup and sales, you can't just pull-pull-pull, sell-sell-sell. This comes across as too keen, too needy, and you're doing too much of the work. If you've ever been cornered by an overly-aggressive mobile phone salesman who tries to brow-beat you into buying, you'll know how this persistent pressure instinctively raises your defences and makes you less likely to seal the deal.

You have to "**Flip-the-Script**" to make her feel like she's chasing you, even though in this illusion it's you who wants the outcome of sleeping with her.

Her chasing you comes from her feelings of scarcity when you are no longer investing as much. After the Stacking and Vibing attraction material in the first part of the Street Hustle, you need to dial down what you're doing and get her to do some of the work. This prevents you from coming across as an entertainer or a clown.

The critical moment to flip-the-script is when we sense her investing, like the fish biting on the line in what we defined as the Hook Point. In daygame it's noticeable when she asks you a question to get you to stick around. She might also cross her legs, play with her hair or scratch her neck and arm, but don't take these as sufficient (or even necessary) for the Hook Point to have happened.

Now we know that she's taken the bait and is open to a possible seduction. There's a noticeable shift in energy, like changing down to a lower gear in a manual car. As we move from Vibing into Investment she should be asking more and more questions and really opening up about herself. You will also be "keeping it real" with her by Grounding the interaction (page 121).

Triggering the same chase instinct not only applies to the street, but also when texting her and when on a date. It also applies in the bed when you're pulling the trigger and in a relationship when you want to keep her around.

► Qualification

In any interaction between two humans, someone is "qualifying" to the other person. **Qualification** is the process by which one partner (girl or guy) tries to prove to the other that their SMV is high enough to justify a match. It typically expresses itself as explaining yourself, trying to impress, being the interviewee rather than the interviewer, jumping through their hoops, and conceding to their Frame.

If you perceive that another person has a higher SMV than you then you'll automatically qualify yourself to them. Think of how you'd behave around your favourite movie star if he or she walked into the room.

As has already been explained, you should never be qualifying yourself to a girl. A hustler knows how to get a girl to qualify herself to him.



**Stop auditioning to be her boyfriend.
Be the judge to see if she's lover
material instead.**

If anything, you should be subtly (and artificially) *disqualifying* yourself to her in order that she tries to "win you over" by qualifying herself to you. This is at the heart of Flipping-the-Script.



► Passing Her Frame Tests

Recall that a man's true SMV is obscured by the "fog of war" which means it will take a girl some time to scout it out by Frame Testing you. Most guys see this as a negative annoyance rather than a sure sign that she's attracted. Girls only Frame Test guys they're considering sleeping with, since they want to make sure he is what he says he is.

Frame Tests are the girl's attempt to rattle you and see through the fog. It's therefore essential that when a girl tries to ruffle your feathers, you remain calm and non-confrontational. Getting angry, sulky or defensive when faced with a Frame Test will lower your SMV such that she'll lose attraction and (eventually) any interest at all.

There are two main ways of passing a Frame Test:

1. **Non-reactivity:** act as if nothing happened, smirk, and change the topic.
2. **Agree & Amplify:** agree with her in a cocky-funny way, making your answer ridiculous and playful.

For example, if a girl on the street smiles and says to you: "you're a bit too old for me" then you could either smirk back, ignore it and carry on, or you could reply:

"Indeed, I'm 95 years old, but I've had a bit of plastic surgery in Miami last year. I'm thinking of getting a boob job too."

It's vital that if you're using the Agree & Amplify strategy, you're doing it with a light positive vibe and not a passive-aggressive tone. This is quite difficult for the wannabe-hustler to pull off, which is precisely why women developed the ability to throw out these tests. It allows them to sort between fakeable and unfakeable signals of Male SMV.

In the "Dirty Dozen" section at the back of the book I go through all of the classic Frame Tests you'll encounter, along with appropriate responses to them.

Note that as your underlying Frame solidifies through infield experience, you'll stop asking for "what do I say to this?" examples. You'll pass her Frame Tests instinctively as your core beliefs and mindsets align with correct Polarity.



► Conviction For Compliance

"What convinces is conviction."

How someone crosses the road is a good indication of how they approach risk-taking in life and with girls. Do they stand there hesitant and nervous, waiting to do what everyone else does? Or do they make their own decisions about when the time is right, strutting forth with their head held high, and commanding traffic with a hand signal?

A key element of the hustles depicted in the films *Catch Me If You Can* and *21* is the art of blagging—having the audacity to pull off a heist with massive amounts of boldness and cheekiness.

In any interaction between two people, each has a certain level of **conviction**, and the one with the most conviction holds the Frame. With conviction comes **compliance** – getting the other person to follow your script. In sales and pickup this is fundamental. Compliance requests start small, but then build up over time (a "Yes Ladder").

Own your words and actions. People will follow what you say and do if you offer enough convincing authority. Most people like to follow rather than lead, so the odds of this working out are massively in your favour.



Even if you have no idea what you're doing, look like you know exactly what you're doing

► Man as a Rock

Your understanding of Frame from Part 1 should convince you that correct Male-Female Polarity means the man remaining solid and grounded (like a rock) whilst the woman is changeable and emotional (like the sea). The man should hold the Frame with stability and strength while the woman will try to move the Frame in gusts and

squalls (yet relying on her rock to not budge). Thus a man should not be reaching out to a girl in desperation, or bending into her because of neediness.

Just like the sea, a woman's emotions can unexpectedly flit from flat and calm to a tempestuous storm. This shouldn't be a surprise to a hustler, and in fact should be expected. But when you're overly reactive and easily affected, the gender roles get switched so that the man becomes the sea while the woman takes the role of the rock. It should be obvious why this can only end badly.

► Yes / No / Maybe Girls

"You're leading her to a decision, not to a yes."

Forget the spammy advertising. You can't get every girl. A percentage of girls will like you off-the-bat and you'll have the **"Yes"** girl success just discussed. But this will be maybe no more than 1%-5% of the girls you approach.

30% will be **"Maybe"** girls who are sitting on the fence and will need your solid hustle persuasion skills to convert. This is where the Game is really played.

The remaining 65% of girls will be **"No"** girls who might initially appear to be Maybe girls. They might be deeply in love, they might be lesbians, their cat might have just died, but who really knows why they say no?

The quicker you realise that a large percentage of girls are "just not that into you," the sooner the sting will be taken out of the occasional inevitable rejection. Successful Street Hustlers accept this fully, like the pro poker player who knows that he won't win every game he plays. As long as you're up at the end of the year, you know you're winning.



Street Hustling is about taking small regular losses in pursuit of the one big win.

Look at Street Hustling like a Pacman-style arcade game with a broken coin slot. You have an infinite number attempts to find the "Yes" and "Maybe" girls whilst trying to stay clear of the ghostly "No" girls. Remember it's called Game for a good reason!

► Listen to What She Does, Not What She Says

"Actions really do speak louder than words."

This golden rule for understanding women and Game solves most confusions men have about girls and dating. She'll say one thing, then do another, like telling you she wants "a kind, sweet man" then sleeping with her gym instructor. She'll say she's "not going to come back to yours" and then ask if you have condoms at home.

Why? Because of the Forebrain-Hindbrain Conflict (page 92) and Dual Mating Strategy (page 20). Think of her as an aeroplane with dual controls, and with two pilots that want to do different things. One pilot wants to "do the right thing" in terms of logic and society - take things slow, marry the childhood sweetheart - in order to secure a safe landing. The other pilot is flying using the Reptile Brain, with the priority of sleeping with as many alpha males as she can find in the shortest possible time. That's the pilot who wants to do loop-the-loops.

So she's trapped between a rock and a hard place, which is why most girls' plans and desires are so changeable. Mix in the mixed emotions fuelled by their hormone-induced ovulation cycles and you'll understand why girls confuse guys.

Don't blame girls for it; just accept that you need to be the instigator, the leader, and the one who steers her ship through the storm. It's far more accurate to take readings from her real-time behaviour (what she does) rather than what she says.



Your best tool for dealing with the confusion between speech and behaviour is calibration.



VALUE BUILDING

► Awareness → Attraction → Arousal

We all learn social dynamics from different starting points. Some guys with highly introverted backgrounds need to learn to walk before they can run, by studying basic **social awareness** before attempting the Street Hustle. We're talking about fundamental stuff like reading social cues, understanding boundaries and signals, basic eye contact, and conversational skills.

Most guys have a reasonable social awareness but need to learn the skills of **attraction** on the street—flirtatious banter rather than bland boring chit-chat. Though they can already talk to girls in a friend-to-friend manner, they need to make it more man-to-woman.

Having honed his attraction skills, he then needs to learn the fine art of **arousal**—taking things from social to sexual, to get her into bed and gain access to the Secret Society: He has to know how to Close the deal as well as making her laugh.

Think of these three A's - awareness, attraction, arousal - as the levels on a computer game that you have to complete in sequence. You need to master Level 1 before moving to Level 2, so while pick-up advice is targeted at guys learning attraction and arousal... you should also consider whether you first need to brush up on some of the fundamental social awareness skills.

► Leading & Closing

Be a leader - not just with girls but with people in general. Humans are mostly bored and crave direction, as it's much easier to follow than take the lead. Practice this with your friends and colleagues - come up with plans, organise social events, be in charge of booking, be the decisive one.

Svetlana
060-455-8765



Correct Male-Female Polarity means women love males that lead. As discussed, it's at the heart of good Frame. You've got to lead from start to finish:

- *The man is the one who cold approaches the woman*
- *The man is the one who lets her know he finds her attractive*
- *The man keeps the interaction away from friend-to-friend*
- *The man takes her number*
- *The man texts her first*
- *The man invites her out, choosing time and venue*
- *The man leads the escalation*
- *The man invites her home*
- *The man pulls the trigger*



If she's leading at any point from Open to Close then something's wrong with the Frame

By leading and taking control, you'll ensure that you're not just a guy who enjoys "Opening" and chatting to girls, but that you're a "Closer" who seals the deal. Just like in business, Opening means nothing unless you can convert that to a sale. Take her number (Number Close), take her on a date and kiss her (Kiss Close), take her back to yours and sleep with her (F-Close). Just remember, *A.B.C – Always. Be. Closing.*

► Become The "10"

Think of how a supermodel behaves. Entitled, aloof, living in abundance, and having ultimate Frame: arrogant but with charm, and with the world at her feet. This is how you need to be if you want to be alpha rather than beta.



In the beginning it's all about replicating these behaviours in a fake-it-till-you-make-it fashion (the first hustle), but gradually you will adopt these characteristics for real (the second hustle).

Next time you walk down the street, imagine it's a red carpet at the Oscars. Picture yourself in a tuxedo, camera bulbs flashing, hot girls screaming your name. Shoulders back, chin up, cheeky grin. Get your swagger on, and watch how people on the pavement respond to you. Perhaps you'll see girls checking you out for real, or people making a space for you as you stride along.

Once you have a phone full of pretty girl contacts, too many date possibilities, double-booked dates (in case one cancels), and too many fuck-buddies, you really will be living in abundance. The lack of scarcity will give you a non-needy VIP vibe that girls (and everyone else) will find hypnotic.

► Positivity Vibes

"What you feel, she feels"

A playful light-heartedness is at the heart of good banter and vibe; it's what in Ireland they call "*craic*." And it's one of the Attraction Switches we've mentioned (to emoté freely) that is a sure sign to a girl that you have a healthy psychology—free from depression, anxiety and stress.

Most of the top Street Hustler's I've met have an almost childlike innocence about them, expressing joy and wonder about the smallest of things, and always up for good times and general frivolity. This boyish playfulness is what balances their Bad Boy desires with a key part of their fractionating. Cialdini calls it being the "*Friendly Thief*," like the Dickensian Artful Dodger or Twain's Tom Sawyer.

Most new Street Hustlers have a too-serious vibe when they try to implement the London Daygame Model (LDM) during daygame sessions after a long day in the office. Some guys carry negative baggage – bitterness, resentment, anger – which girls sense immediately.



So how do we cultivate this playful good vibes nature?

- *Get enough sleep (7 or 8 hours per night).*
- *Exercise to trigger endorphins.*
- *Go outside and get into nature whenever you can.*
- *Block out gossip, news and other negative influences.*
- *Don't complain.*
- *Log off forums once you've got the basics of Game and a buddy ("wing").*
- *Be careful with stimulants such as alcohol, coffee, and especially sugar.*
- *Listen to music you love.*
- *Be social by chatting to family, friends, and (of course) strangers through daygame.*
- *Travel when possible.*
- *Watch comedians and videos that make you laugh.*
- *Spend time around kids / dogs / cats.*
- *Be grateful for all the things going well for you in your life.*
- *Keep only positive friends close to you.*
- *Remember that life is short, so keep things in perspective.*
- *Let the small things slide*

Of course nobody can be in a good mood at all times. Don't fall for the "How to Be Happy" life coaching advice. Fluctuations in mood are perfectly normal and healthy, but you should concentrate on cultivating good vibes when going on a date or heading out to Street Hustle. The better your vibe, the better the hustle will go, and the even-better your vibe will become.



A good hustler is a surprising mix of hardboiled heist-man and naïve space cadet.



► Master Your State Control

"The first one to get angry loses."

As every hustler, trader, parent or teacher knows, non-reactivity is one of the cornerstones for holding Frame.

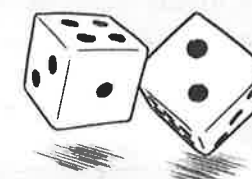
Anger is inherently reactive and shows a loss of control. In many cases a guy snaps at a girl when provoked with Frame Tests or token resistance, which signals to the girl that his Frame is brittle and his SMV is not what it's advertised to be. But this is not to say that you can (or should) be a Buddha at all times and never lose control of your cool.

A good parent or teacher also knows that boundaries have to be set at the beginning and then enforced from time to time. Short sharp reminders of your principles are necessary with girls who constantly overstep the mark.

A good rule of thumb with a girl is to keep your cool and be non-reactive to what she throws your way. Save your B.O.B (Boundaries On Bullshit) card for times when such calmness can't control the stormy sea of her emotions. Use this card too often and you'll become overly reactive and militant, so keep in mind that sometimes you have to lose the battle to win the war.



A firm correction is more attractive than a wild rant



► Voice

"Speak low, speak slow, and don't say too much."

John Wayne

It's of paramount importance that you focus on morphing your voice into something more masculine. Speak from your diaphragm and not from your throat or nose—a quick Google of "chest voice singing" should tell you what you need to know, but obviously adapted from singing to speaking. To see if it's working, try talking while pinching your nose. If the pitch changes, you're doing it wrong.

Speak **slower**, speak **lower**, and speak **louder**. Don't make yourself sound unsure, supplicating, and needy by inflecting upwards. An upward inflection sounds like you are qualifying to her, even when you're not, and this may be particularly problematic for Americans and Australians whose accents are naturally inflective.

The more nervous we are, the faster we talk, and the more we mumble. We are also more likely to jump in and break the sexual tension that's been building by using filler words like "um..." "so..." and "well..."

Recording yourself with a dictaphone while hustling will soon flag up any problems you have with your voice. Singing lessons and public speaking classes could help you take command of your voice.

► Slow Movements

Like the king of his own kingdom, a good seducer seems to be in control of any situation, as evidenced by his smooth and flowing movements. Many rich and famous men (movie stars, moguls, and political heavyweights) exhibit a controlled stillness; just think of Humphrey Bogart, Frank Sinatra or Daniel Craig—all lions on the prairie waiting for their kill.

Slow down your movements as though you're drunk, high, or under water. Acting as though you're walking on the moon will mean people instinctively notice your added calmness. Don't rush to react; let

others do the flapping while you remain grounded and composed. Remember that the Man is the Rock.

David Duchovny's portrayal of Hank Moody in the TV series *Californication* is an excellent example of an alpha male's "life in slow motion." Watch how he keeps his cool as hell breaks loose around him.

► Body Language

Look upon yourself as a silverback gorilla. Take up space and own your movements. Put your shoulders back, your chest out, and your chin up, like a boxer about to enter the ring. If you don't believe in your own power, no one else will, but both women and men can spot an alpha male's walk from a hundred paces. So if you have weak posture, it's time to do some upper-body exercises and watch free online videos demonstrating how to achieve a better body balance.

Open up your body language, don't shut it down. Powerful confident men strut, they don't shrink. Replace fidgeting with strong gestures that show you're in command. Look online to see how powerful public speakers command an audience by (for example) using one-hand gestures while presenting their points.

While your first steps towards better body language might lead to you walk like a 2D cartoon superhero, calibration over time will smooth it out so that you're no longer faking it and your strong mindsets are giving you the correct movements by default.



► Smirk Don't Smile

A student with high approach anxiety (AA) will automatically stop smiling as adrenaline floods his body. The muscles of his face will tighten and he'll adopt a serious expression as he goes over to the girl. It's often this serious scowl that will trigger a blowout and cause the girl to reject him immediately.

To compensate, it's tempting to "smile more" with the big white toothy grin of the salesman or a television anchor-man. Think also of the needy, grovelling, supplicating and insincere Evangelical Christian handing you a Bible.



Humans developed a genuine smile as a way to signal non-threatening intentions. But this lessens the very power that women are attracted to, and it's one reason why "How To Be Popular" books are frequently counter-productive to seduction.

A player should be smirking, like you're about to tell her an inside joke, and the joke is on her. Think of Sean Connery, James Dean or George Clooney - less teeth and more charm - as though your face

is about to crack a smile while your eyes are twinkling. It's like you're going to tell her a naughty secret.

Charismatic, charming people walk through life looking like they know something nobody else knows. This is the confident, cocky expression epitomised in Jude Law's version of the movie "Alfie".

► Sexual Swagger

Game recognises Game. Girls can tell when a guy is sexually confident because he gives off a million micro-tells that signal he's in the Secret Society.

Perhaps you've had that experience where you're on the subway soon after having a wild sexual experience. Your face is still glowing, your hair is tousled, and you've got that contented sparkle about you. Girls look at you and grin, and you feel extra attractive. Why? Because females are wired to sense the sexual energy that you're still oozing.

Sexual swagger is hard to fake and hard to maintain; it accumulates over time as a consequence of the number of sexual experiences you have with multiple girls. And this, rather than the associated bragging rights, is the real reason why a high notch-count is important.


The more girls you sleep with, the more your underlying vibe will change to that of a guy who is confident and cocky. You'll no longer idolise girls, or be puzzled or scared by them. You'll look around at hot women like a man about to enjoy a buffet.

You've probably noticed that special forces soldiers and veteran boxers also have this quietly confident predator vibe. Like players, they earned it through experience. And this is why I tell my students not to be too choosy when they're starting out. Get as many weird and wonderful sexual experiences with girls as possible, even if they're not the dream "10." To feel like an achiever, you must first achieve, and over time those small victories pile up and position you better to score big victories. Before a guy settles down with a girlfriend or long term partner it's vital that he learns the lessons of Game by doing this.

But (and there always is one) it is important to note that paying prostitutes for sex *doesn't* give a guy these Game lessons and doesn't develop his sexual swagger. The entire seduction dance is missed, so he doesn't have the required reference points.

► Charisma / Charm

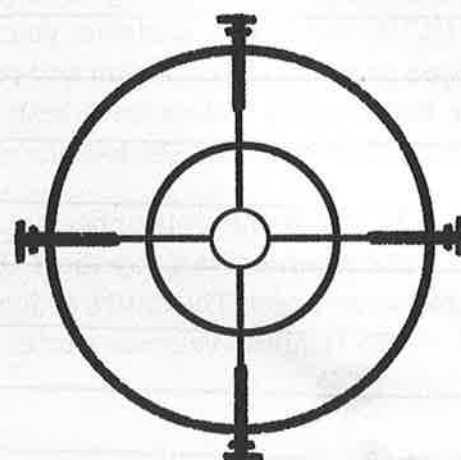
Most people think of charisma or charm as an elusive quality that some people have and some don't. I disagree. Charisma and charm can definitely be defined and learnt. The formula to remember is:

 $\text{Charisma} + \text{Charm} = \text{Power} + \text{Warmth}$

Once again we're uniting the two seemingly contradictory forces at the heart of Game—the Bad Boy and the good guy, the “Badass” and the “Buddha.”

Charisma can be found in the sweet spot between these two mighty forces. Think of Bill Clinton charming a room, Freddie Mercury on stage at Wembley, Frank Sinatra in Vegas. Such people hypnotise and dazzle. Charismatic leaders like Clinton inspire loyalty and love not only because of their strong Frame but also because of their personal touch. They seduce rather than bully you into following them.

As a Street Hustler, you want to work towards becoming as charismatic as possible. You want to hold the Frame with women, but with them begging you to do it. You must strive towards becoming an all-round Badass Buddha, not just an amateur hustler.



Tuesday, 7,30pm, Kat



HUSTLER MINDSETS

► A Mirror, Not A Mask

“We're not adding on, but taking away.”

While reading this book, you may be forgiven for thinking that you're learning trick after trick to somehow mask your own personality with higher-SMV fake façade. But by thinking about it another way, you can conclude that this book is acting more like a sculptor—chipping away your bad habits to leave the more masculine sculpture that was lurking beneath the surface all along. Rather than acting as a mask, Game holds up a mirror that demands you take a good look at how you really are (or can be).

As with any confidence trick, there is indeed a large element of “fake-it-till-you-make-it” while you're starting out. Things will feel alien, and maybe even odd to external viewers. Just like when learning to dance or drive a car, new drills and techniques can feel stiff and unnatural. For the first hustle, you may well feel as though you're playing a character.

Practice makes perfect, and with enough rehearsal the necessary behaviours will become second nature as your former beta bad habits are replaced with alpha adaptations. Repeat the second Secret Society hustle enough times and you'll feel the real deal rather than someone simply playing the part of a successful seducer.

► Game as a Trojan Horse

“When you take action, your emotions follow along behind. If you wait around to feel good or non-anxious, you'll be waiting forever.”

Game is a Trojan Horse that uses the promise of success with girls to break through to a better you. You're ultimately learning to seduce yourself and improve all aspects of your life. But rather than being a direct form of feel-good “life coaching,” what we're interested in



is the very noticeable side effects of the positive actions associated with pickup.

The side effects of raising your SMV include increased confidence, more risk-taking, and the ability to handle conflict more maturely. Your health and appearance will also improve significantly as you strive to remain sexually relevant.

Street Hustling can be thought of as therapy for those who suffer from social anxiety, depression and stress. It's a surprisingly good form of outdoor exercise (2+ hours walking per session) and an interesting form of brain training as you interact positively with strangers using improvisation and wit.

While the highs and lows of Street Hustling might aggravate mood swings in some, and will certainly not make everyone eternally happy, Game can be a potent potential contributor to happiness for many of us.

► Art Not A Science

We're called Pickup Artists and not Pickup Scientists for good reason. Even though there are clear evolutionary explanations and predictable patterns underpinning human social dynamics, mastering this skillset is all about making things fluid and intuitive. Like a good magician or pick-pocket, a Street Hustler has to flow and adapt to the multitude of variables in front of him.

A beginner should learn the models and structures, practising them until they are internalised. Intermediates and beyond need to start letting go of these rigid frameworks, improvising and adapting using infield calibration.

Many students I've taught want to imagine they can solve situations with girls using only logic and reason. They want to formulate things so that outcomes will always be predictable. If a guy has a background in computing, engineering or mathematics then this is especially true.

The best seducers, like the best athletes, musicians or writers, break the rules. They're artists in their ability to free-flow and dazzle with improvisation. They've learnt the rulebook, ripped it up and written their own.

► Daygame Is Dirty

"Good girls are just bad girls who haven't been caught."

Many of my students have told me they've chosen daygame because they're looking for a *"good girl that you wouldn't find in a club."* Nightclubs are full of naughty girls (aka "drunk sluts") whereas daytime is where the angelic "good girls" can be found, right? Wrong!

Street Hustling is in fact very dirty. Without the aid of alcohol and flashing lights, it's all about the buzz you create with the girl. Within minutes of meeting her you can be discussing her sexual preferences over coffee, then within an hour or two she can be on your bed or in a Starbucks washroom... moaning as you nail her brains out.

The Secret Society form of hustling is especially dirty because a simple "I know that you know that I know" glance from you or she can spark a sexual adventure in the middle of the day, even with her boyfriend or husband not far away.

The quiet ones really can be the worst (or best) because "good girls" often have a lot more pent-up sexual energy than those nightclub nymphs. In fact, girls from strict families or religious backgrounds can be some of the wildest you'll meet (see Pressure Cooker Effect, page 89).

► Myth of "The One"

The neediness felt by most guys because of a scarcity with women leads them to declare as "The One" almost anyone that comes along in school, college, or work who is pretty and pleasant. "The One" is the mythical Disney-inspired missing piece that will complete your puzzle, and hence the affection addiction begins.

If / when such a relationship ends, the guy feels totally distraught at having literally lost half of himself, and his neediness explodes into a waterfall of tears, poems, love songs and grovelling to "get her back."

Let's zoom out for a moment. There are 7 billion people on the planet, approximately half of whom are females—admittedly not all of dating

and mating age, nor into your hustle (see Yes/No/Maybe Girls, page 67). Even if only 0.1% of females qualify on both counts, that's still a whopping **350,000 girls**. It's way more girls than you could ever hope to meet in a whole lifetime of cold approaching, and many of them could be "Ones".

Am I saying that love is an illusion, and neediness is only for nerds? Not at all. You will encounter girls during your Street Hustling career who really stand out, who you're very "compatible" with and who click with your personality. Some of these may be "A One" when you're looking to move from "player" to long-term "partner" and possible parent. Just make sure you're choosing your potential partner from a position of strength, not weakness.

► Desensitise Yourself to Beauty

"There's no such thing as a '10'. A '10' is just a girl you think you can't get."

A guy can inflate a scarce girl's perceived SMV to the point of her becoming a mythical creature to be worshipped. He can put her on a pedestal such that his idolisation adds to the needy vibe that every girl can sense. Any time you put someone on a pedestal - whether because of their beauty, skill or status - you render yourself incapable of acting normally around them. But as Napoleon said, a throne is just a velvet-covered chair. So it is important to see through her short skirt, heels, make-up and push-up bra to the chair beneath.

It's normal to feel overwhelmed by beauty; it's simply our DNA being dazzled by her high SMV. But we can do something about it before it becomes too much. Here are some ideas:

- Find photos of the celebrities you lust after, but wearing normal clothes / no make-up.
- Imagine that hot girl on the toilet, or looking really old and obese.
- Desensitise yourself to beautiful girls by daygaming in areas where there's a high volume of them (luxury department stores, cities like Moscow).

You also need to work up to a '10' by starting with a '6' and working your way up without the classic weasel excuse of "she's not hot enough" preventing you from approaching normal cute girls. After a few years of Street Hustling you'll no longer see the hotter '9' and '10' girls as more different or difficult than the 6s and 7s.

All girls are the same on the inside. They have the same needs and desires, and they respond in the same ways to the fundamental Game principles. Even a Victoria's Secret model has the same biological programming as the cute librarian.



If you have what a girl wants, she'll be as nervous as you are, no matter how hot she is.

► Embrace The Sting

"The cave you fear to enter holds the treasure you seek."

People avoid pain at all costs. They want to stay in their cocoon of comfort like a new-born baby. It's a sound survival strategy. But coming out of your cocoon and extending your comfort zone is where all lessons are learnt. For change to occur, you must conquer your fear—fear of loss, fear of failure, fear of rejection.

A poker player who never bets his hands due to fear of failure will suffer a death by a thousand cuts as each ante adds to his cumulative loss. Experienced poker players know that losses are an inherent part of the process, and it's exactly the same with cold approach pickup. You've got to be in it to win it, and the inevitable rejections should not be taken personally. Waiting where you are and wallowing in self-pity is like living in a self-constructed prison from which you are unable to escape.

The ultimate irony of life is that you become desensitised to the things you fear by repeatedly running towards them. Despite the discomfort, you come to appreciate the initial sting as a credible call to action.



Rather the sting of rejection than the cold terror of letting your life slip by without a fight.

► Madonna-Whore Complex

"Where men love they have no desire, and where they desire they cannot love"

Sigmund Freud

In 1925, the eminent psychologist coined the "Madonna-Whore Complex"—a condition whereby men view women as either saintly virgin Madonnas or sexual whores, with nothing in between. But while it is true that monogamous relationships can frustrate a man because of his polygamous programming, it is not correct to divide women into Freud's two mutually exclusive categories as beta males do.



Social intelligence requires you to move past the natural tendency of binary thinking, and to instead learn to read the shades of grey.

Beta men divide potential dates into "cheap club sluts" or "girls next door" without realising that all girls have both within them. According to the female SMV timeline, women will move from one to the other over a period of years, but they can also adapt over the course of months or even days depending on the male they're interacting with.

Women have strong sexual desires, fulfilled or not. Just because she's carrying some library books and is wearing a flowery dress doesn't mean she's any less wild than the club girl on the pole. One shouldn't

judge a book by its cover, and one of the biggest mistakes you can make with any girl is to assume she's innocent.

The Secret Society shows us how sexually wild women can be when away from prying eyes, as confirmed by books like *"Fifty Shades of Grey"*.

It's hard to judge where on the angel-devil spectrum a girl is at any point in time simply by looking at her. This is especially true during the day, which is why Daygame Is Dirty. It's important not to predict or judge, but to go and find out. As you'll see later, I have developed specific gambits that help you probe her current level of dirtiness.

► How to Form a Habit

"It's not more motivation you need, but the daily discipline of taking action."

All successful Street Hustlers are disciplined action-takers, not procrastinators. They've managed to make cold approaching a habit and have learned to focus on the bigger picture while ignoring the steady stream of stings and rejections.

This book is not going to alter your success with women unless you implement the advice inside it. I can open the door for you, but you have to actually walk through it.

In my first two years of daygame, my mantra was "get one number a day." I had a Monday-to-Friday 9-to-5 job, but I'd go out each evening and stay out on the streets of London until I achieved my objective of taking one number. Sometimes it took 10 minutes, and sometimes 4 hours. I did this for 730 days straight.

You need to make similar mantras and stick to them. Here are some ideas:

- Go out and cold approach 3 times per week.
- For each daygame session, do a minimum of 10 approaches.

- *Only allow yourself a cup of coffee during a session if you can get a girl to go on an Instant Date.*
- *Speak to one girl you don't know each time you leave the office to buy your lunch.*
- *Don't board your train / metro / bus until you've made a cold approach.*

The oft-quoted fact that any new habit takes 21 days to take hold has actually proven to be around 66 days, so I suggest giving daily daygame a good go for two months before you micro-manage your results. It will take you 30-50 approaches a week for 8 weeks to internalise the fundamentals in this book.



**Action will remove any doubt
that theory cannot solve**



0122649 0006 (Kate)

FOUNDATION CONCEPTS

► Overt vs Covert Pickup

"Verbal is the poor man's verbal"

Street Hustling beginners are often conspicuous by their rigid or flamboyant pick-up style, whereas an expert hustler (much like good magician or professional pickpocket) makes it look like nothing unusual is happening. Less is more, and the more hustling you do... the less obvious it will be.

Top pickup is always covert, non-verbal, and implied. But for beginners, the overt techniques and verbal structures are necessary stepping stones towards mastery. Make it your mission to learn the overt pick-up hustle techniques, but dial them down over time as you move from the first to the second hustle.

In order to protect their reputations, women need secrecy and discretion when interacting with players. Sexual tension is also heightened by unspoken words, subtle glances, and under-the-radar touches. This is the language of the Secret Society—the masonic-like handshake that proves you're a member.

► Snake Seduction

Covert attraction doesn't mean hiding your intent and lying to girls about what you want. I call this "Snake Seduction," which means a guy hanging around girls pretending to be interested in something other than seducing her:

For example:

- *He takes up salsa lessons to hit on girls rather than learn how to dance.*
- *He tells girls he's a photographer and then tries to get intimate with them.*

- *He becomes a club promoter just so he can get access to girls and their details.*
- *He teaches English abroad to try and hit on his students,*
- *He's a couch-surfing host who tries to seduce the girls who stay in his house.*
- *He joins meet-up groups, not for the subject matter but to try and get laid.*

Most beta guys try some form of Snake Seduction at some point. They might offer to teach a girl a musical instrument, or help her with her homework. This is an unintended but clear invitation to the girl that she can out-hustle him.

When he eventually tries to hit on her, and the girl turns him down, this guy gets angry that she has succeeded in a Bait & Switch on him. It takes up a lot of time, leads to a lot of frustration, and girls can instinctively spot it from the very start. It's an instant Demonstration of Lower Value (DLV) that shows the guy doesn't have the balls to be honest about his intentions with a direct cold approach.

This is why I wrote earlier that learning Street Hustle limits your vulnerability to a girl's counter-hustle. Con men have long said that "you can't cheat an honest man". Almost all confidence tricks rely upon the mark believing they are getting one over on the hustler, and Snake Seduction identifies *you* as the mark.

► Law of the Instrument

"If all you've got is a hammer, every problem looks like a nail."

Be flexible in your Street Hustling. Once you've mastered the hustle by learning the rules, tear up the rulebook. Rather than sticking with just one type of approach, learn to "move like water" between different environments and possibilities.

Many guys who learn the London Daygame Model go on to deliver it in the same way every time ad infinitum, with the same lines and stories

told in the same vocal tone. This is understandable in the beginning, but once the fundamentals have become ingrained, the robotic repetition must be replaced with spontaneity and improvisation.

The fast Facebook Close of a waitress; a long Instant Date after front-stopping a fast moving girl; a situational Number Close in a bookshop—do them all, and don't become a one trick pony. Some hustles need more attraction material, and some need more rapport. Some environments are higher-energy, some much lower. Some seductions take minutes while others take months.



The London Daygame Model is the mental map, not the physical terrain. It is an attempt to impose order onto chaos.

Turn these 2D mental models into a 3D physical experiences tailored towards your strengths and away from your weaknesses. Some guys will tease while others challenge. Some can rely on looks while others develop their deep voice to spark up a seductive vibe. Some guys can be very direct while some require more subtlety.

► Pressure Cooker Effect

"You want what you can't have."

Another counterintuitive Game truth is that the "slutty" girls (who are having lots of sex) are far less preoccupied with getting laid than the "good" girls who are trying to restrain themselves against their biological desires.

It's basic human nature that the more you say no to someone about something, the more they want it. Remember the key economic principle of scarcity, which is particularly pertinent to sex and sexuality. Socially shy countries like Japan, the UK and Germany show that – by sweeping sex under the carpet – it is driven underground in weird and wonderfully perverted ways.

Strict fathers, families and societies (e.g. evangelical Christians, Mormons and Muslims) can keep girls chaste before marriage, but this increases desire for exploration via what I call the Pressure Cooker Effect. Consequently, the “good girl” literature students and shy librarians you meet during the day might be some of the horniest girls you’ll ever seduce.



Repressing sexual desire is like holding your breath under water. You can stay under for a long time but you always come up for breath eventually.

This explains why it’s very possible to seduce girls from very religious countries. I’ve successfully hustled girls from Egypt, Iran and Turkey, as well as sleeping with two Christian virgins.

► Who’s The Daddy?

“Guys are looking for another mother; girls are looking for another father.”

As Sigmund Freud so correctly stated, a girl’s relationship with her father is key to understanding her sex life and relationships. On a date I always ask the girl if she lives with her parents, and if her parents are still together. If they’re separated, I try to find out when and why her father left.

The cliché about strippers, sex workers and sexually rebellious girls is true. Sexually open, promiscuous girls often lack father figures—thus they date guys who are dominating, fatherly and strict. Crazy sexual adventures like Same Day Lays are often possible with these girls.

Does she have tattoos? Does she smoke? Does she see herself as an “outcast” from popular culture? We’ll come onto why all of these questions about her are key to how you calibrate sleeping with her.



► Window of Opportunity

“Sell on a high.”

Girls will give you a limited window of time in which to seduce them. This is especially true on the final escalation move when pulling the trigger for sex. Miss it and you might never get another chance, or you might have to wait a long time for that opportunity to come around again..

This is linked to the girl’s monthly ovulation cycle that makes her want to mate with alpha r-selected males during the middle few days of her menstrual cycle, around the egg release date (See “Ovulation Window”, page 111). It’s also linked to the other things going on in a girl’s life—her work, her studies, and the comings-and-goings of other guys in her life.

All salesmen know about “selling on a high” to customers when the “buying temperature” is peaking. If it’s missed, the enthusiasm and momentum fizzles out because (metaphorically) few people eat last night’s cold kebab the next morning.

It’s the same with Street Hustling. Get used to spotting when she’s hooked, when there’s sexual opportunity, when you should be leading and escalating. You want to become a “Closer” and not merely a serial Opener and entertainer.

► Tap Into Her Reptile Brain

Man’s early ancestors had just three things on their minds—foraging, fighting and fucking. These core instincts didn’t disappear when the human brain evolved to cope with language, logic and differing social conditions.

Humans are far more predictable than we like to think, as evidenced by our own (and others’) repetitive ritualistic behaviours:

Sleep → wake up and search for food → work to earn money to buy food and shelter → think about mating → respond to possible threats → eat again → think of mating again → sleep





We need to tap into this ancient repetitive “reptile” brain when we’re Street Hustling. We know that almost every girl has the desire for sex, so we need to bring it out by taking her mind off the more inconsequential distractions of the weather, her holiday, or the gossip in her life. We also need to help her beat the battle between wanting casual sex and suddenly remembering the provider guy who’s been taking her out and might make a good father. In Game this is referred to as the **“Forebrain – Hindbrain Conflict”**

which explains why girls give token Last Minute Resistance (LMR) while considering what others might think of them.

While seeing signs of this conflict in her face when you escalate towards sex, as an effective Street Hustler you’ll learn to deal with it by steering her attention back to her reptilian basic biological desires.



A good hustler will speak directly to her hindbrain while he bamboozles her forebrain.

► Sniper, Not Shotgun

An ineffective hustler will spam-approach like a weak salesman handing out thousands of flyers... most of which are thrown on the floor. This wannabe player plays the numbers game until he finds a girl who’s up for it, like spraying buckshot indiscriminately from a shotgun.

In Game we call this “Fool’s Mate” because it can be likened to winning a game of chess in the least number of moves simply because of the opponent’s extreme weakness.

This is not only ineffective, but also detrimental to your progress because any error repeated often enough will become too ingrained to unlearn. The shotgun approach can also get you a bad reputation and burn out a good daygame area for others, especially in a smaller town or city.

In complete contrast to the shotgun approach, intermediate and advanced hustlers should be running a far more intelligent “sniper” Game—picking their target carefully, looking for signals that she’s up for it, waiting for the right moment, and running a skilled efficient hustle. You’ll be approaching less, but getting more.

► Be Interested, Not Interesting

Most of us try relentlessly to be “interesting.” We want to impress others at dinner parties or down the pub with our wit, intelligence, or successes. This attempt to bolster our social standing becomes the constant Testosterone Olympics in men because we all have a natural desire to qualify ourselves to others.

Instead of trying to brag, it’s much easier (and effective) to get the other person to invest and do the work. Everyone’s favourite topic is themselves, so let them speak, show you’re interested (but not a walk over) and give them the satisfaction of having been listened to like on the psychiatrist’s couch.

This doesn’t mean you can get away with being boring and saying nothing, but always be aware of who is investing the most time. Who is in the spotlight? Before the Hook Point, when you’re running attraction material, the spotlight is on you. After that, it’s mostly on her.

This book teaches you techniques to get her doing the work once she’s hooked.

► Girl-Friendly Topics

Always avoid grumbling to girls about religion, politics, bad health or money problems. Negativity is not attractive.

Girls will also get turned off by heavy academic topics when you're Street Hustling. So steer clear of serious discussions about philosophy, economics, or computer programming until after you've had sex with her. This also includes trying to explain social dynamics and pickup theory to her!

Don't try to solve her problems with logic. When a girl is getting negative, it's your job to get the conversation back on track to more playful topics.



When a dog is sad, you wave a tennis ball in front of his face. Same with girls.

Girls don't want to talk about geeky hobbies, sports or other male-oriented topics. So until you're seriously dating, and especially during the initial cold approach, stick to the following girl-friendly topics (while keeping the masculine Frame):

- *Travel and Adventure*
- *Relationships*
- *Serendipity and Fate*
- *Astrology and Dreams (best to parody this one)*
- *A girl's thought process (chick-psychology)*
- *Future Plans*
- *Family*
- *Movies / Films / TV Shows*
- *Food*
- *Pets*
- *Bad Boys and Sexual Escapades*



In a women's magazines you'll find all of these topics sprinkled in amongst the celebrity gossip and weight loss tips. Avoid being like the gay-best-friend who talks about these things like her sister, and instead use the topics as ammunition for your banter, stories and role-play.

Move from wider topics (like travel and movies) to more specific topics (people and relationships), finishing with discussing sex. Doing this smoothly is the key, which comes through infield calibration. I'll often use the Third Person technique (page 119) when introducing sexual topics to take the pressure off. For example:

"My friend's mum was sitting at the kitchen table reading Fifty Shades Of Grey; things are definitely more open now in Britain. How about in the USA?"

► Be Enigmatic

An expert gambler has that aloof, emotionally unavailable face that flickers with confidence and cockiness. He makes you guess what he's holding.

It's the same with Game. The enigmatic man drives women crazy. "What are you thinking about?" she'll ask you on a date. "Why doesn't he text back?" she'll wonder as she waits for your reply. Walk through life with that "I know a dirty secret about you" look on your face as you talk to girls.

Be the puzzle that women try to solve, not the box of tissues to mop up her emotions. Be not so distant that you seem aloof, but not as familiar as her best friend. It's the fractionation between flirty and distant that is like chick cocaine.

Don't always be available or at her beck and call. Don't always finish your stories or explain yourself when she probes. Don't always give her straight answers. Play with her using the "bait-hook-reel-release-repeat" strategy you'd use when dangling a ball of wool in front of a cat.

The moment things are predictable and boring then her attraction for you plummets.



► Assume Familiarity

Most students will talk to the girl like it's a job interview or a networking event—far too formal, stiff and stuffed with too much polite small talk. The Secret Society is about sex, not chit chat, and hustlers operate outside the rules and conventions that trap normal men.

A good hustler has great warm banter from the beginning. He treats the girl like he's known her for years, like a big brother. Not treading on egg shells, and happy to make fun of her, ruffle her feathers, and not always stand to attention. She immediately feels like she's known him a long time because of this ease.

His use of Verbal Bamboozling (page 116) with fun, flirty role-play lowers her guard and allows him to Spike harder without triggering alarm bells; i.e. distracting the forebrain to win direct access to the hindbrain.

► Withstanding Social Pressure

"If you want to succeed in Game you have to get used to being uncomfortable. Embrace awkwardness"

Much approach anxiety is caused by guys worrying about breaking social norms, because talking to girls spontaneously during the day is not a reality for most people. You feel the "Spotlight Effect" of thinking people are watching your every move and judging you.

This effect can be felt most strongly when learning the run-around front-stop on a crowded shopping street, or when Opening girls in coffee shops and stores. The more confined the space, the higher the social pressure. Guys are also concerned about shop security, and getting ejected from venues.

The truth is that it's very attractive to a girl to see a guy who can withstand social pressure. As Mystery stated in his 5 Attraction Switches, being able to "emote freely" and "being a risk taker" signals alpha male genes.



The highest pay-off comes when you beat the longest odds

As is true of any irrational phobia—overcoming the Spotlight Effect is all about desensitisation through repetition over time. Gradually exposing yourself to what you fear, bit by bit, over and over, removes all anxiety.

Early hidden camera prank TV shows such as "Trigger Happy" by Dom Jolly are good examples of holding the Frame against intense social pressure. Prank channels are now extremely popular online, and they show how people crave getting over the Spotlight Effect.

► Why High IQ Is Not Sexy

Think of a stereotypical university professor: spectacles, tweed jacket, pipe, absorbed in his library. Does the word sexy spring to mind? Society's jokes about geeks and nerds show why IQ is not associated with high male SMV.

The biggest problem with having a high IQ is ego: you think your IQ makes you special, and you over-play that hand by showing off how clever you are. It deludes you into taking the logical route with girls, and thus you fail to create sexual tension.

Beta guys often try to use their logic and deductive reasoning to impress others. They'll debate at length on internet forums, leave long comments on blogs, and try to dazzle girls by recalling fatuous facts.

Remember those Bad Boys at school—the ones who skipped classes and got the lowest grades? They smoked, drank, and nailed the hottest girls in your class. Why? Because alpha characteristics don't include having a PhD. Using your reptilian midbrain will get you laid a lot faster than your logical forebrain.

Rock stars have groupies. Royal Geographical Society members don't.

Worry more about developing your wit, charm and banter skills. These may benefit from your intelligence but are not the same thing. Raise your social intelligence through cold approaching.

► Indirect-Direct Game

"If you have to explain to her that you're picking her up, then your underlying Frame is weak."

As already mentioned, good Game is subtle, implied and understated. It's about covertly seducing a shop assistant without her colleagues noticing, number closing a girl while her boyfriend is in the bathroom, or getting a stripper's details without CCTV in the club seeing you do it.

The pinnacle of Game is being able to have a direct, sexual, masculine vibe communicated non-verbally. This Indirect-Direct Game is very hard to teach as it only comes from years of hustling infield.

It's fluid and under-the-radar. It goes far beyond the front street stop where you tell a girl you find her attractive. Via sexual swagger a guy can communicate the exact same thing to the cute barista whilst buying his coffee. He doesn't have to say a word or appear to do anything at all.

Indirect-Direct Game is not about hiding your intent. The girl knows exactly what you want, even without you verbalising it. It's ideal for high-pressure environments like the workplace or public transport, or where the chance of cock-blocking from other males is significant. But this book alone can't teach you this form of Game; only massive amounts of infield experience can.

► Polyphonic Pickup

"Play the chords underneath the melody she's singing."

A beginner should see the London Daygame Model as linear, and learn the Street Hustle stages step-by-step. Think of it like learning to drive a car and having to master the gears, mirrors, road signs and signals one-by-one. That's what this toolkit teaches, metaphorically.

These fundamentals will be second nature to the advanced hustler who will be able to combine the Universal Blueprint elements of attraction, rapport and seduction into chords. I call this "Polyphonic Pickup" after the principle of polyphony in music whereby countless chords can be constructed from a handful of individual notes.

This explains why you'll sometimes see daygamers breaking the rules. They might begin with rapport (rather than attraction) or run right into seduction within minutes of meeting her. They might use strong physicality on the street, or run a set using silence.

After a couple of years of consistent hustling, you too can freestyle more... while never forgetting the fundamentals. Remember that hustling is an Art Not A Science (page 80).

► Push Her Buttons

"I am the dealer, and she is the addict."

Whilst we must remember that all girls are fundamentally the same on a biological level when it comes to the seduction dance, it is also true that different girls respond by differing degrees to different hustle techniques. We shouldn't change our base approach for each interaction, but we can exploit these differences when we see them.

Finding out what "buttons to push" for the best responses is what, in sales and diplomacy, is called finding the "Pain Points"—elements within a person's psychology which can be used to motivate them to perform a certain task or to think in a certain way.

What gets her hooked? What drives her crazy? What turns her on? What keeps her coming back for more? When you've worked out what she responds to most favourably, you can motivate her by controlling the flow of that reward. Every good parent or teacher knows this very well.

Perhaps she loves being challenged; maybe it's roleplay. Perhaps she's obsessed by how often you text, or she fantasises about risky public escalation. Make a note of what works with her, and deal her more of that in a fractionated way to feed her addiction.

► Cause Drama

Beta guys believe that a stable, calm, peaceful interaction is the best way to get the girl. The Nice Guy doesn't want to rock the boat, and he'll want to be assured of her happiness by repeatedly asking "Are you ok?" and "Are you having a good time?"

The Bad Boy knows that for good Male-Female Polarity, girls like a bit of drama. When a girl tries to take the Frame and a guy reasserts himself, there will be raised voices, push-aways and tears. Because girls are more emotional than logical, this is what they love, and you only need to look at any soap opera or women's magazine to prove this point.

One thing to watch out for is to not break the fundamental rules of non-reactivity. Your drama should always be created from a position of strength, which often means that you trigger her to provide the drama while you remain stoic.

► Beware of Over-Gaming

Once you've mastered the art of generating fast attraction through tight flirtation skills it's tempting to "Over-Game"; i.e. do too much.

Many intermediate Street Hustlers talk too much, Spike too much, and stay in set too long because they're enjoying the pickup craft. You don't get extra points for doing more. There's no prize for generating extra attraction or extra rapport, or getting her to qualify more than necessary. Don't sell past the Close, or as the old sales saying says, "Once you've sold it, shut up!"

Taking this to its logical conclusion, a top hustler will be efficient and will do the minimum necessary to get her into bed. He knows that "over-egging the pudding" is a bad idea and can ruin a good pickup by seeming to try too hard.

Remember that you're a seducer, not an entertainer. A pickup is like a triathlon, with each stage having a finish line. When you finish the swimming stage you get on the bike; you don't keep swimming just because you like being in the water.



**Pickup doesn't need to be pretty,
it just needs to work**

STREET HUSTLE



Open → Stack → Vibe → Investment → Close

PRE-APPROACH**► Fashion / Grooming / Health****Fitted, dark, layered, urban**

Keep things simple. Don't overthink or overspend on your clothes; just stick to these key Street Hustler principles:

- *Be stylish, not fashionable. Stick to classic looks, not labels and trends.*
- *Fitted, not baggy. Better tighter than loose.*
- *Stick to navy, black or grey colours. No bright patterns or slogans.*
- *Layer your look (e.g. jacket over shirt over v-neck t-shirt)*
- *Wear a masculine watch and masculine boots.*
- *Have an unusual ring, pendant or other item that girls will notice. One is enough, don't overdo it when utilising the classic Game technique of "peacocking"*

Recommended stores for inspirational Street Hustle clothing include *G-Star Raw*, *Diesel*, *All Saints* and *Levi's*. The trick is to get ideas about looks from these brands, then copy those looks using less expensive alternatives.

Replace spectacles with contact lenses, or consider laser-eye surgery in the long run. Glasses are just too "geeky".

If you've got acne, ask a dermatologist to prescribe the drug *Roaccutane*, which – unlike antibiotics or home remedies – will clear your spots for good. Don't underestimate the crippling social anxiety that can arise from persistent acne.

Get rid of stray hairs (especially nostril hairs). Keep your nails clean and your breath fresh. Carry chewing gum when you're out hustling or dating.



Ask a professional hair dresser for advice on what works for you and gives you an edge. If you're going bald, shave it all off like Bruce Willis for a quick-fix alpha look.

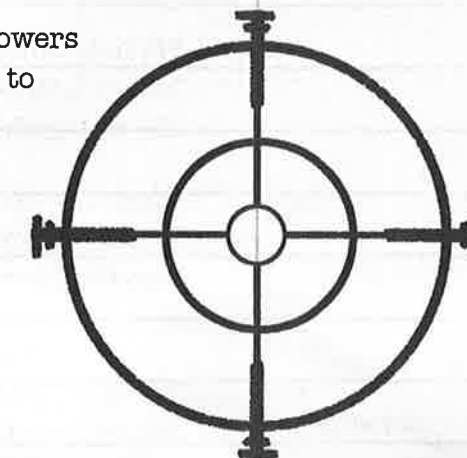
Smell good! Shower regularly, use deodorant and a splash of male aftershave (something rugged and masculine like *Boss*). Girls are very sensitive to smell.

Give yourself a certain look – urban and edgy – rather than blending in with every other guy. Don't go for an over-the-top punk look, nor the slick-suited city boy that will place you in the Provider box.

If you're shorter than average, be sure to wear boots with a heel or an insole.

There's no getting around the fact that being overweight lowers your SMV. Lose weight by eating less and exercising more to get into the "normal" BMI range for your height and age.

Get in shape by eating clean, doing bodyweight exercises at home (plus some cardio), and generally look after yourself. You don't have to become a gym freak for girls to notice your younger fitter look.

**► Social Freedom Exercises**

A large proportion of online pickup videos are actually prank-style social freedom exercises rather than demonstrations of solid Game. The wackier, the better, because that's what gets the clicks (if not the chicks). Such exercises can be useful for first-time students who feel the Spotlight Effect and have high levels of social anxiety, but in the long run it is solid Game rather than gimmicks that gets the girls.

If even the thought of talking to girls during the day fills you with dread, then consider doing some of these things with a friend in a busy public place:

- *Walk backwards down the street.*
- *Hang off a lamp post or pretend to pole dance with it.*



- *Go into Burger King and demand a Big Mac.*
- *Stand in a public square and recite loudly what you had for breakfast.*
- *Do 10 push-ups on the pavement.*
- *Tell a random stranger you love them.*
- *Dance basic salsa steps with an old lady on the street.*

Drop these exercises as soon as you can, because ultimately, the best way to feel comfortable talking to women is... to talk to women.

► Shake It Out & Breathe

We hold anxiety physically in our bodies through muscular tension. So before a Street Hustle session, it's good to shake the tension out—from the feet to the head, and especially from the shoulders and neck.

Stretch your facial muscles by grinning and gurning, scrunching and releasing, and really wide yawning. Feel your serious scowl turning into the player's trademark smirk.

Learn a simple full body stretch routine, like your gym teacher used to make you do before sports class. It can take less than five minutes but will take some of the kinks out of your body and increase your base level of relaxation.

Try some simple breathing exercises to help with any anxious feelings. Inhale up to a count of two through your nose, then exhale through your mouth for a count of five. Repeat until you feel more relaxed. Also take the focus away from your mental chatter by focussing on your feet, imagining they're stuck in concrete that is rooting your body to the ground.

I'm not talking about New Age hippy "mindfulness" here; just using the common sense physiological techniques of deep breathing and distraction to calm the mind.

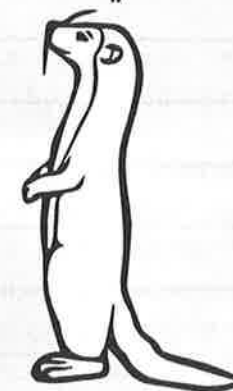
► Beware The Weasels

You see the girl you want to approach, and as you begin to move you find yourself stuck to the floor by an invisible force. This anxiety hits hardest in the split second of thinking "Should I approach her?"

The voices of the "Avoidance Weasels" in your head flood your mind with excuses about why talking to her would be a bad idea. They're called "weasels" because they pop up out of nowhere:

- *She looks too busy*
- *She's going too fast.*
- *People are watching.*
- *She's going to reject me.*
- *She's too hot.*
- *She's not my type.*
- *I'm too old / short / bald for her.*
- *Her boyfriend will appear from nowhere.*
- *She's gone into a shop.*
- *She's probably already been approached.*
- *She looks like she's in a bad mood.*
- *I'm not wearing the right clothes.*
- *I need to call my wing first.*
- *I need a coffee before I approach.*
- *Security are going to wonder what I'm up to.*
- *There are too many daygamers on this street.*
- *It's too dark / cold / hot.*

DON'T
APPROACH
HER
BECAUSE...



The solution for stopping these sneaky weasel voices is the classic Three-Second-Rule technique of only allowing yourself three seconds between seeing her and approaching her. If you think, you sink. Spot the girl and 3...2...1...go!

He who hesitates, masturbates.

Also write down your own list of weasels so you can recognise them when they re-enter your head. During your future daygame sessions you can disown, disregard and disassociate them by approaching anyway.

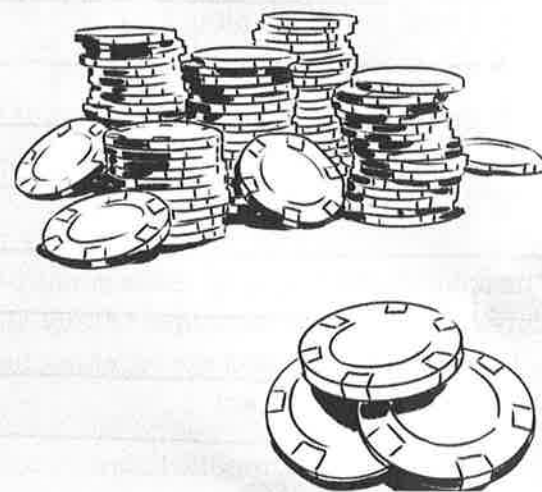
► Warming Up

Most beginner daygamers don't just jump into their first cold approach on a fast-moving hot girl. For your first few weeks it makes sense each time to ease yourself into the first one:

- *Start by chatting to shop staff / old ladies on the bus / cafe staff just to get talking.*
- *Ask two strangers for the time.*
- *Ask two strangers for directions to an independent coffee shop.*
- *Ask a hot girl where there is a fancy dress shop. Tell her you're going to a party.*
- *Give a standing girl a compliment, then leave immediately (I call this a "Hit-And-Run").*
- *Stop a moving girl (from the front or side) and give her a compliment, then leave immediately.*

After this, you should be ready to dive in and try a real LDM-style approach, staying in set as long as you can.

Following a few weeks of Street Hustling, you'll find you don't need to go through these warm-up steps. Experts and intermediates just throw themselves into the first approach of the day, accepting it's not going to be perfect.



THE APPROACH

1) OPEN

► Wheel of Fortune Stop

A beginner Street Hustler should start with this type of approach first, to put hairs on his chest and minimise approach anxiety as quickly as possible. This technique allows you to stop girls who are walking quickly when out and about anywhere during the day.

You spot the girl coming towards you, you let her go past, then you run right round her to stop her from the front (12 'o clock position) leaving sufficient "stopping distance" as she slows down.

Alternatively, you spot her from behind when she's walking ahead of you. Do exactly the same as before by running around her in a smooth arc, with your eyes sparkling and your mouth smirking.

Use your arm as a marker, and your shoulder as the pivot, because an arm's length is a good measuring device to make sure you're not too close. Use a slightly raised hand as a soft dominating "stop" signal that humans usually respond to.

A common student mistake is allowing her an opportunity to brush past by not stopping directly in front of her. Another one is coming in too close and causing a mini collision, triggering a serious scowl that scares off the girl.



► Karate Side Stop

This next stop should be used only when a busy pavement makes it impossible to perform the front stop.

Usually I advise students against side-stopping girls, because it's too easy to get brushed off for seeming like a salesman (or worse). But good daygamers may find the side-stop to be preferable because its low observable impact makes it feel more Secret Society.

One golden rule of Street Hustling is to never follow the girl (walking and talking) unless she needs to go somewhere and starts walking after the Hook Point. You have to get her to stop before you start your hustle, so that your Frame is stronger than hers. A girl who won't stop for you has failed your most important compliance test.

When you can't see space to run in front of her, approach from the side, get into her peripheral vision, and tap her on the elbow. If she's carrying a handbag, be sure to touch the elbow on the opposite side so she doesn't think you're about to grab her bag.

At the same time as touching her elbow, point backwards with your other hand. In 95% of cases, this classic hustle technique of misdirection will get the girl to stop and turn backwards thinking you're going to tell her that she's dropped something. I call it the *Karate Side Stop* because this touch-and-point reminds me of an old Chuck Norris movie.

As you do this, say:

*"Hey, I just saw you back there and thought you looked cute.
What I noticed about you was...."*

Make sure your feet are firmly planted, your eyes are twinkling and your mouth is smirking.

The downside to this is that you've not blocked her path as you would with the Wheel of Fortune stop. If your Frame is not dominant enough or you don't Stack properly, it is all-too-easy for her to turn tail and carry on walking.

► Tiger Eyes

A man needs to learn how to undress a woman with his eyes; letting her know what he wants before opening his mouth. This non-verbal intent is what I call having "Tiger Eyes."

Google a photo of a hot girl's portrait. Maximise it on your screen and look into her eyes— first normally, and then deeper. Start to imagine what it would be like to be on top of her, kissing her, undressing her, and being inside her. Let those horny animalistic desires emanate from your eyes like laser beams.

When done on a real girl, Tiger Eyes can generate what's called a "Mesmer" effect whereby a girl reciprocates the deep, animalistic eye contact so that the two of you are locked in a primal gaze.

Though very effective, the intensity of this technique may be overwhelming for many girls, so it has to be used sparingly— fractionated off and on during the pickup.

In the London Daygame Model it's best to "give her the eyes" in 5 second bursts when you approach her, when you Spike during the Stacking & Vibing, and when you Close. Some girls will hold the Tiger Eyes gaze and the electric Mesmer will be felt between you. More commonly, she'll look away after only a few seconds.

Practice such flirtatious sparkling eye contact in front of a mirror. Try it out on the supermarket checkout girl or when ordering coffee from a waitress. See if you can get her to blush without saying a word.

Tiger Eyes are one of the toolkit's most powerful covert tools to take things from social to sexual. Since verbal communication only evolved 100,000 years ago, the prior prehistoric seduction must have been based on such non-verbal cues.

► Ovulation Window

In order to keep males guessing about peak fertility (so that they stick around), women have evolved to hide their monthly ovulation window. Most girls I've interviewed after sex don't even know themselves when they are ovulating; it's so subconscious that their "horny window" is hidden even from them.

However, an experienced Street Hustler will be able to spot the micro-signals given off by girls who are ovulating and therefore more open to the idea of no-strings sex with an alpha male. Spotting these signals therefore increases the proportion of "Yes" girls a hustler might encounter in a daygame session. Here are some of the signs:

- *An accentuated swaying of the hips.*
- *Tighter, more revealing clothing.*
- *Slow and erratic movements, such as changing directions or stopping still for no good reason.*
- *Eyes wandering all over the street at shop windows, pretty flowers, the sky, and especially other men.*
- *Not looking away when you turn on the Tiger Eyes.*
- *Hooking straight off the Opener (usually a pleased smile) before you've finished delivering it.*
- *No specific reason for being in a public place.*

If an ovulating girl is found, it's crucial for the hustler to take advantage of the limited window of opportunity for a fast sexual adventure while her buying temperature is so high.



If you check off a number of these signals in a row, hit the fast-forward button on the LDM

Note: Simply waiting for ovulation signals is a classic beginner weasel. A beginner Street Hustler should not try to second-guess which girls to Open to or not, and instead should dive into cold approach with any girl that takes his fancy.



► Statement of Intent (SOI)

The Statement of Intent (SOI) is at the heart of direct daygame, and it means telling a girl what you want. The opposite of this is indirect daygame, where you approach under the guise of asking directions, seeking advice, or making chit-chat, only to reveal your intentions later.

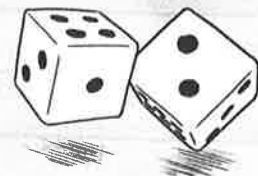
In a Street Hustle I recommend using a SOI three times:

The first time is as your Opener, giving the girl your compliment (telling her she looks “nice,” “cute” or “beautiful”). Make sure you deliver it in a slow, low, seductive manner with sparkling eyes. Doing this powerfully can get the girl to hook immediately, and this sets the man-woman Frame from the very beginning.

The second time to use a SOI is after the Hook Point, spiking things up out of rapport by telling her you find something “sexy” about her. This SOI can be stronger than the first, since she’s already hooked and is less likely to be overwhelmed. This reminds her that you’re still in man-woman mode, preventing a loss of Frame towards the Friend Zone.

The final SOI comes when you’re Closing, telling her why you want to take her number (“Listen, I’ve got to go, but I find you attractive and would like to invite you out for some wine”). This confirms the Frame that it is a pick-up.

Letting girls know what you really want from them, verbally, will feel alien and frightening to most guys, but it’s fundamental to the Street Hustle and a solid Frame. You don’t need to be particularly smooth for it to have an effect, because being this open about your intentions is so incredibly rare. It’s like the Russian joke that nobody criticises a dancing bear for its poor skills—they are just amazed that a bear can dance.



2) STACK

► Assumptions, Not Questions

After approach anxiety, the second largest sticking point for a new Street Hustler is “What do I say next?” Once he’s given her a compliment, his mind goes blank or he can only blurt out boring questions that I call the “Questions of Doom.”

Such boring questions include:

- What’s your name?
- Where are you from?
- What are you up to?
- What’s your job?

These are the predictable bland questions that she’s heard a million times before, which you will hear whenever you listen to a typical guy trying to chat up a girl in a coffee shop or a bar. The problem is that he’s building rapport rather than breaking it through teasing and challenging—which is what we’ve learned builds initial attraction...fast.

Instead of asking questions, dangle some bait from your fishing line by making light-hearted playful statements to provoke a response. These statements can be based on the exact same questions you would have asked (where she’s from, her job, or what she’s doing) but with added spice.



While questions take value from an interaction, statements add value.

We want to make use of playful accusations, clichés and stereotypes which make her smile and cause her to climb out of the metaphorical box you’ve just put her into.

The golden rule for making fun assumptions is to:

Say what you see, and twist it!

Here are three example assumptions you can use with most girls:

- *"You look really nice. What I noticed about you was your dreamy walk. You can't be from this city, you look suspiciously relaxed."*
- *"You look great, like a creative student lost in her thoughts. Maybe you're an artist. I can imagine you throwing paint at a wall."*
- *"You look really cute, very Scandinavian. I'm guessing you're from the wild north where you ride reindeer and work for Santa."*

Make up your own, write them down, and learn them. The more universally applicable, the better. Compare her to a cute animal, a cartoon character, or a movie character. Note what she's carrying, and think of what she reminds you of.

Your Street Hustle improvisation skills will develop as you go about your daygaming over a period of months. As you test your flirty assumptions to see how girls react, you'll start to pick up on reoccurring patterns of patter that works.

As a simple side exercise, go to a crowded pedestrianised place and sit in an outdoor café for half an hour. Watch what women are wearing, what country you think they're from, and what you think they're up to. Or you can also do this *virtually* by flicking through images of girls in cities on Google Images. Remember to spice up your predictions to make them more teasing and challenging.

The mind is a metaphorical muscle you can train, such that what once took several minutes can now take mere seconds. It can become so second nature that you don't even need to think up your next ad lib until you have already said "hello."

► **Accuse Her**

If you're struggling with making your Stacking playful and cocky whilst using teasing and challenging, just remember this golden rule once you've given a girl a direct compliment. **Accuse her!** Treat her like your kid sister or a mate at the bar by suggesting she's done (or is doing) something naughty.

The accusations must come from a light-hearted place and should be delivered with a playful smirk. You're not trying to "tell a joke", but to Spike things up with a sexually suggestive undertone.

Here are some simple examples to use in every interaction:

- *"You've got a guilty look on your face, like you've just stolen a biscuit from your mum's cookie jar."*
- *"You're walking so fast, like the naughty police are chasing you."*
- *"You've got such a focused look on your face, like you're in your own astronaut bubble, either meditating or high."*

► **Buffer Phrase**

When students first learn about accusatory teases / challenge Spikes, they tend to try them out with the wrong delivery—maybe sounding too serious, or making the girl feel offended by not smiling.

I often neutralise my teasing / challenging "pushes" with the Buffer Phrase:

"...but I like it!"

It's the "pull" that balances the "push" and tells her explicitly that you're not really being mean to her. Whenever I use the Buffer Phrase, I make sure I'm smiling and giving off a positive vibe. For example:

"You're suspiciously tanned...not like an English girl at all...but I like it!"

You can use this Buffer Phrase, or something similar, whenever you're saying something accusatory and you realise you might have gone too far. As your calibration improves, you can use it less and less because your eyes and vocal tone are already doing the job of the Buffer Phrase.



► Launchpad

Once a girl replies to your Stacking statement, you need to listen carefully and run with the topic she provides. A common student mistake is to miss her topic completely, and continue to throw out baiting statements instead. Don't chase your tail in an endless circle, because a pickup should have a direction... so keep moving forwards.

Whatever she says, even if just one word, you're going to grab hold of it and use it to tell a short quirky story. The bare bones of the story can be pretty much the same every time, and can begin with a "Launchpad" sentence like this:

When I think of _____ I think of _____

or

My friend went to / is a _____ and he said that _____

You can practice with this ideal improvisation template at home using a random word generator. For each little story, say three things about it: two of them normal plus one tease or challenge. Two pulls and one push, for example:

"When I think of Spain I think of flamenco and sangria, but crazy girls when the sun goes down."

or

"My friend is a doctor and he said that although you guys work really hard and look professional in those white coats, when you all go out drinking... it's carnage"

The aim of the launchpad is to get her to giggle and be provoked into replying to the topic so you can move from Stacking to Vibing.

► Verbal Bamboozling

When Stacking and Vibing, you can use the classic sales persuasion technique of Verbal Bamboozling (aka the "Million Dollar Mouth") which disorientates the other person to make persuasion possible.

Girls are not really listening to what you're saying, but rather how you're saying it—the underlying energy and conviction. By taking the reins and hitting her with a verbal torrent, she can see that you're confident about taking control.

Up to the Hook Point it is the hustler who does 90% of the work, and students often give up after giving the initial compliment in the hope that it's enough to win her over.

A Street Hustler should sharpen his storytelling skills in any way he can. He has to learn to paint pictures with words, to generate emotions rather than yawns.

► Power of Role Play

The stories you weave shouldn't be serious, logical or filled with boring dry facts. Attraction is more about the playful push than building rapport through commonalities. A good Street Hustler runs with the topic at hand using role play to spark the girl's feelings and imagination.

Fantasise about flying to the moon, getting married in Vegas, or riding down Route 66 on a motorbike with her as the pillion passenger. Tell her you're getting divorced because she cheated on you with the pool boy, and you can't give your full name because she'll hunt you down for the child support. Girls love this silly sensation of being in an imaginary movie.

Sometimes a role play runs like a thread through the entire pickup. Often when I stop girls I'll accuse them of being secret spies for their country, here to bring down the Queen. Or I'll tell them I'm like 007 spying on their country if I'm abroad. If she plays along then this theme will continue through the texting and the date. Standup comedians call this running joke a "callback."

The best role plays have a sexual undertone to them, where the themes of danger, risk, adventure, infidelity, dominance and submission apply.

3) VIBING

► Humble-Bragging

Nobody likes the guy who shows off with a fancy watch and a tall story, trying to impress all those around him. This Demonstration of Higher Value (DHV) often comes across as a Demonstration of Lower Value (DLV) by showing his insecurity about self-worth. He's qualifying to the other person.

When you brag and boast, the real message you're sending is that you're not good enough unless you pile on additional things to sweeten the deal. And if you don't think you're good enough for her, she is sure to agree with you.

So how do we square this circle to demonstrate value without being obvious?

Subtlety rather than showing off is a surer way to a better social position. And if she feels like she had to scout you for such information, she will believe it more readily.



Information that a girl must deduce for herself is more impactful than information you openly tell her.

The term Humble-Bragging means making a modest or self-deprecating statement with the actual intention of drawing attention to the DHVs implanted inside it. A Street Hustler needs to learn to Humble-Brag in the subtlest of ways—during the initial interaction, over texts, and on the date. Too little and you undersell yourself. Too much and you're trying too hard.

Examples of Humble-Bragging I use during Vibing include:

- *"I'm basically homeless, living out of a bag. My job this year has taken me to 16 countries. I'm like a bum 007."*

- *"I used to be a Primary School teacher. Now I teach big seminars to adults who are harder to control than the kids."*
- *"I've lived in New York and London, but feel like a kid of divorced parents having to choose between them."*

Write down some of your own facts that reveal things about your life without showing off.

► Third Person Statements & Stories

As mentioned in the Launchpad section, cheeky statements that tease and challenge her work best when you blame them on your "friend." For example:

"My friend went to Moscow last year and he said that the girls were stunning, like cats, but that when the sun went down those cats became tigers!"

This Third Person technique takes the harshness out of the "push" and deflects the blame. It softens the blow and makes your banter seem less confrontational, which is especially important for beginner hustlers who lack a playful vibe.

When Vibing, you can tell your stories through a Third Person lens. Use your imaginary "friend" to discuss her place of origin, her job, her style or what she's up to.

Even on dates I use this technique when I want to move from rapport to seduction and make things more risqué, without taking too big a gamble.

► Hook Point

Once you've reached a topic on which you are Vibing back and forth with the girl, you have reached the significant moment in the LDM where the girl is "hooked." This means she's interested in your hustle proposition, she wants you to stick around, and she's starting to invest as much (if not more) in you.



We call it "Hook Point" because it's as though a fish has bitten onto your bait and you can start to reel it in.

Indicators of Interest (IOIs) are sub-conscious signs that signal the Hook Point. The classic signals that show a girl is attracted include deep eye contact, crossing her legs, playing with her hair, scratching her arm or neck, and initiating touch. The most reliable verbal IOI to signal the Hook Point is the first time the girl asks you a question in the interaction.

Note that some shy girls (from Asian cultures especially) remain silent but will still be standing there wanting

you to continue - the fact that she's still there is also a signal you've reached Hook Point.

Many students miss the Hook Point and carry on Vibing with high-energy attraction material. They might even miss topics she's throwing out, and go backwards by Stacking again.

The energy in Vibing should noticeably shift from you doing most of the work to her doing as much (or more) work. An experienced Street Hustler can sense this as surely as the good fisherman who knows when he has something tugging on the line.

You'll notice her asking questions and trying to build connections with you. She'll be volunteering more and more information about the topic you're discussing, and you'll be toning down the amount of Spikes you're using. Don't let it fall too far into comfort too soon, though. Save that for the date. You still have to throw in a tease or a challenge every so often if you can feel the conversation is getting too polite and predictable.

4) INVESTMENT

► Grounding

Once she's hooked, it's time to Flip-The-Script and get her doing more of the work of initiating the chase cycle. You need to rein in your energy and calm things down to show that you're a sincere human being, not a zany street entertainer.

Grounding is the term for telling the girl three things about yourself that make you more real and trustworthy. It helps give roots to the conversation and lessens the chance of her walking away thinking "that guy was a pickup artist."

Tell her where you're from, what you do, and what you're up to, weaving these things into the conversation during the Investment phase. You don't need to say them one after the other, and your answers can be brief, but it's important that she knows something about you besides your name. If you are a doctor, a lawyer, a pilot, or something similarly impressive, be sure to mention it by Humble Bragging.

Remember that charisma is power + warmth. Women instinctively fear a man who is powerful and cold and could become a tyrant. By Grounding yourself, you ease her fears by showing her your capacity for warmth. She instinctively feels your power will be used *for her* rather than *against her*.

► Parroting / Sceptical Parroting

You want to get her to do more of the talking than you, and this is at the heart of the Investment phase.

A simple conversational tool for getting the other person to carry on talking (and thus investing) is to repeat the last phrase or words of the sentence they've just finished. This is called Parroting, and is ideal for the Investment phase on the street or when building comfort on the date.

HER: ...and then ended up moving to Edinburgh for a year to work.

YOU: Edinburgh for a year...

If Parroting is done in a questioning tone it implies scepticism, which is a simple qualification technique that encourages her to invest further explanation. See how just the simple addition of a question mark changes the meaning:

YOU: Edinburgh for a year?...

► Vacuuming

Vacuuming means letting the other person speak again by keeping silent when they finish their previous sentence. Once again, it encourages investment, and is in itself a qualification tool. Vacuuming shows your confidence that the other person will continue to contribute.

Note that Vacuuming can only be done *after* the Hook Point. Any earlier and it will look like you're nervous and running out of things to say.

When we're anxious we naturally want to fill in any pregnant pauses. However, silence after the Hook Point (in moderation) actually builds sexual tension. Getting into the habit of being happy with silence is therefore important for any Street Hustler, however awkward it feels. Even if she doesn't fill the Vacuum, you can just restart the conversation as if nothing happened.

Skilled hustlers can keep a girl engaged during silence by employing body language such as looking away to the side as though you're thinking about something. Or checking her out quite brazenly. For example, you may suddenly look at her hand bag, screw up your face, then look at her with eyebrows raised. Her natural reaction is to say "What?" and start qualifying.

The term Vacuuming can also apply when texting (pausing for her to send you a message), and we shall come onto this later.

► Qualification Questions

Now that you're past the Hook Point, you can ask questions. Use Qualification Questions to get her to justify her position and explain herself to you, thereby investing in the interaction. Some sample Qualification Questions are:

- How tall are you?
- Why London and not New York?
- Are you wearing contacts?
- What do you like about Paris?
- Are you well-travelled?

The trick is to ask such questions in a non-arrogant way and weave them into the Investment phase. "Why?" is the simplest yet most powerful qualification question. By qualifying herself to you, she'll naturally feel that you must have a higher SMV than her, which solidifies the attraction.



When you're very good, you can be playfully arrogant in your qualification questions.

► Stealth Questions

It is possible to ask a question without making it sound like a question, in order to lure the girl into investing without feeling like you're interviewing or interrogating her. These Stealth Questions sound like innocent statements, but they are ideal for getting the other person to keep talking. I use them a lot during the Investment phase of the LDM as well as on a date.

Examples of Stealth Questions include:

- "I don't know about you, but..."
- "Perhaps you've found this too, but when..."
- "Maybe this has happened to you, but when..."

After making your point, Vacuum and let her contribute. Girls can be nervous too. They may really want to talk but feel held back by not knowing what to say or (if your charisma is really strong) they may even be scared to talk in case they come across as boring or offensive. Stealth Questions lead the girl to a topic and reassure her that it's okay to talk about it, thus they have a rapport-building dynamic too.

► Open Questions

Open Questions provide another great conversational technique to get the girl investing. They can be used in the Investment phase of the LDM or on dates.

Most guys talk in closed questions that require brief one-word answers. Whilst ideal for male communication based on technically precise information, they massively restrict the conversation from expanding. Examples of closed questions include:

- *Do you like sushi?*
- *How far is Edinburgh from London?*
- *What is your favourite colour?*

A Street Hustler must do the opposite, and get the conversation flowing in many directions by asking Open Questions. Here are some examples:

- *Why did you decide to move to New York?*
- *What do you like about London?*
- *How was the time at drama school?*

Eagle-eyed readers will notice that asking Open Questions also serves to get her to qualify, because she has to explain herself to you. Once she starts answering, you can get her to keep going just by nodding your head and making listening noises.

► Statement of Empathy (SOE)

This is a rapport-building technique used in sales and customer services, to convince clients that you understand their point of view. SOEs can also be used on dates as well as on the streets.

Don't say too much when she's opening up and investing. Instead use phrases such as *"I understand"* or *"I know what you mean."* If she's telling a story about moving from Italy to New York City, encourage her to keep going by using a SOE such as...

"I can imagine it must have been quite a change..."

The aim is to get her to feel like she knows you and trusts you. The more she invests, the more invested she is in the interaction. Note that this example is also a Stealth Question, which demonstrates that any given utterance can layer more than one technique.



5) CLOSING

► **Close Strong**

The sales mantra of "Open strong - Close strong" applies equally to Street Hustle. Your Statement of Intent at the start and again at the end tells the girl exactly what you want. Many students attempt weak Closes whereby they suggest coffee, give her their number, offer to teach her English or help with her boiler. They are apologetic and permission-seeking.

Instead, you want to make it crystal clear (both verbally and non-verbally) why you're taking her details. Thus you end the interaction on a high note. Rather than trying to hide your intent, an SOI serves to remind her what the interaction was all about:



"Listen, I've got to get going, but I think you're very attractive and I'd like to invite you out another time for a drink, let's swap numbers..."

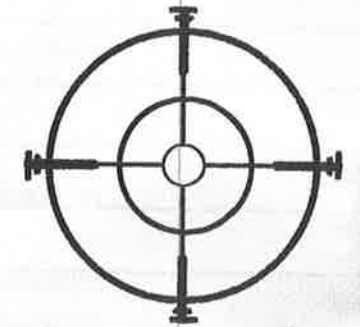
With that you just pull out your phone and hand it to her. Notice how you're decisively leading rather than actually "asking" for her details.

► **Think Past the Sale**

Another classic sales trick is to distract the customer from dwelling on their potential purchase decision, by using a question implying that the decision has already been made.

It's perfectly normal (and therefore expected) for a girl to wobble when you Close strong. Hesitation on her part is a light Frame Test to see if the guy is persistent. This is especially true if she has a boyfriend or husband and is considering Secret Society sex. So a Street Hustler has to plough on to seal the deal and get her contact details.

Asking a girl: "What do you prefer, wine or beer?" or "What's better for you, early or later next week?" is a good example of Thinking Past the Sale as you pull out your phone.



The Close is the girl's moment of decision, so she may need help to say Yes.



GENERAL STREET HUSTLE TECHNIQUES

DIAGNOSTIC

► False positives

Sometimes during a Street Hustle, things can seem “too good to be true”:

- *She hooks immediately, but it's social not sexual. She's friendly to everyone.*
- *She's asking you questions out of social politeness.*
- *She seems to be investing, but she's actually just always talking.*
- *She's really out to make friends and lacks sexual energy*
- *She's suspiciously sexual—possibly a promoter for a bar scam, or a sex worker.*
- *She gives you her number fast, but it's to get you to go.*

Whilst a fast positive reaction might indicate a Yes girl, beginners should be wary of False Positive reactions that will lead them on a road-to-nowhere or to getting stung by a girls' hustle.

Calibration over time from infield experience will give you a gut feeling of whether the girl is a “Yes” and ready for a fast Same Day Lay (SDL)... or if the signals she is sending are indeed too good to be true.



If in doubt, turn on Tiger Eyes, close distance, and touch her. A Yes Girl will accept it. A time waster will try to neutralise it.

► The Girl as Your Mirror

“Not failure, but feedback.”

A key part of effective learning is using the girl as your guide. Even without a wing or an instructor, you can learn from your mistakes by analysing the reactions you're getting from girls.

You're looking for regular patterns, not one-off reactions. Did ten girls in a row all respond in the same way? What is this telling you? When I teach students, I'm not only listening to their conversations with wireless microphones, but I'm also watching how the girls are reacting to them.

Even when speaking in another language, the girls' reactions tell me a lot about what his sticking points are.

Here are some examples:

| GIRL'S BEHAVIOUR | | FEEDBACK FOR HUSTLER |
|--|---|---|
| She doesn't stop. | → | Too close, not directly in front, too weak, or not smiling. |
| She stops for a second then carries on. | → | Too weak, not smiling, low Male SMV. |
| She listens to the compliment then leaves. | → | Paused before continuing on to Stacking. |
| She laughs throughout the set. | → | Too much attraction. Missed Hook Point. |
| She's not talking, just listening. | → | No Hook Point, or he missed it. |
| She's making polite chit-chat. | → | No Spiking. Too much rapport. |

► Recording Your Sets

Every Street Hustler should record some of his daygame interactions, to analyse them afterwards either by himself or with a wing or a coach.

A beginner should only do this after having completed his first hundred sets, since before then the priority is getting over approach anxiety and learning the foundations of the LDM. Subsequently, he record a few sets a week in order to diagnose his daygame.

Effective learning is:

Trying something ➡ Making a mistake ➡ Reflection ➡ Try again with adaptation

You could use your mobile phone's voice memo function, but this can be unreliable and can mess up a potential Number Close if she sees that you're recording when you pull out your phone. It's much easier to use a dedicated dictaphone that you can just leave to run for hours in your jacket pocket.

When listening to your sets, ask yourself these kind of questions:

- Are you speaking too fast?
- Do you have conviction in what you say?
- Are you inflecting your voice upwards?
- Did she know what you really want?
- Were you stuck in rapport?
- How many Spikes did you use?
- What was the topic you got from her after Stacking?
- When was Hook Point?
- Did you use Grounding?
- How long was the set?
- Did you Close strong?

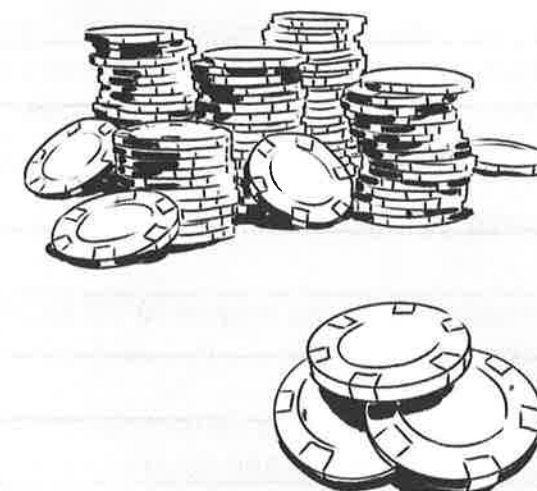
► Card Counter

Guys usually overestimate how many girls they've Opened during a daygame session, using this as a weasel excuse to go have a coffee or take the bus home.

To make yourself accountable for sticking to a fixed number of approaches, keep an old train ticket, bus ticket or business card in your pocket. Make a small rip in it along the edge each time you Open, and if you manage to get her number then make that rip a little longer.

A good schedule to stick with is doing 10 approaches in a 1 to 2-hour session, three times a week, with an extra 20 approaches in a 3- to 4-hour session on the weekend. This totals 50 approaches a week.

After the hustle session, you can look back at the card and work out your Open-to-Number Close ratio over time. This will improve as your skill increases, and keeping your cards will keep your confidence up as you see how far you've come.



STRATEGY**► Targeted Daygame**

Every hustler has his preferred turf. For example—a pickpocket knows where the tourist hotspots are and when they're busiest. He's targeting his hustle to a specific group of people in a specific location to get the best results.

A daygamer should do the same. If it's tourists you're after, then go to where they congregate. If you're into artistic creative girls, then hustle in galleries and exhibitions. If you like university-age girls, then know where the city's universities, bookshops and cafés are. If you're into alternative girls, then head to shops where they hang out. If you like girls who take their fitness seriously, daygame in gyms or health food stores.

A Street Hustler can also visit targeted social gatherings – an “improv” session, a drawing class, or a Japanese meet-up – to find the kind of girls that float his boat, as long as he's not Snake Seducting (page 87).

Even though you should have the skills to cold approach any girl that takes your fancy, in any location, at any time of day, this targeted approach will help ensure that you meet a higher concentration of girls you prefer in a shorter space of time.

► Instant Dates

Before closing, you can suggest to the girl that you've got time for a quick coffee with her:

“Listen, I've got a spare 10 minutes, I was just going to grab a quick coffee, how about you join me, it's just over there...”

Notice how you're not really asking her, but telling her. You're using a False Time Constraint (page 138) and leading by pointing out where you're going. It's all about having conviction in your strong underlying Frame.

Some girls will accept the offer and go with you for what's called an Instant Date. If she says she's too busy, then Number Close as normal. Initiating an Instant Date with a girl is ideal for beginners who need to practice their basic conversation and dating skills. It is also key to running a Same Day Lay sequence and taking her home via one or two venues.

Keep the coffee short (15-20 minutes is ideal) and focus on getting her to invest. Pepper it with a few Spikes and some Tiger Eyes to stop it being too friendly. Don't give her free tourist advice if she's visiting, or seem too keen on meeting up again.

If your daygame skills are solid, the downside to an Instant Date is that it doesn't make much of a difference as to whether you'll sleep with her—except for if you're converting it to a Same Day Lay. It can actually work against you by making you sink into comfort quicksand and get Friend Zoned. You also risk undermining your aura of mystery.

However, if you're a beginner then give them a go as they are a great chance to practice basic dating and flirting skills by getting more face-to-face time with girls.

► Gutter Game

Street Hustling is still classed as daygame even when it's dark outside and you're Opening girls in the vicinity of bars and clubs. What's different is the pace and energy of the interactions, plus the fact that there are many girls in pairs or groups. I call this “Gutter Game” because it's far more dirty and sexualised, with lots of chances for Same Day Lays (SDLs).

Having a wing to work with you is good in order to Open the pairs (“2-Sets”) and bounce them both to a nearby bar. Pump the sets with more attraction and less rapport, as your energy needs to be just a little bit



higher than theirs. They're most likely out to have fun, so you need to give them a blast of energy early on.

Gutter Game is opportunistic in that you're looking for girls coming out of bars on their way home, or hanging around fast food venues. Prime evenings for such Game are obviously Fridays and Saturdays in buzzing downtown parts of a city.

The atmosphere is sexually charged, which means you can escalate faster. It's normal to go out after midnight (after having rested beforehand) and to possibly leave your phone at home (see "Burn Your Boats Mission", page 135)

► Black Swan

Never try to predict how a girl is going to respond to the Street Hustle just by looking at her. You'll hear the following predictive Weasels for not approaching at all:

"She looks bitchy"

"She looks busy"

"She looks like someone's already approached her."

"She's so hot, she must have a boyfriend."

Many times you'll be surprised, and will more often be wrong than right. Some of the hottest girls I've dated from Street Hustling looked unfriendly or preoccupied just before I approached. I call these nice surprises "Black Swans" after the theory described by financial philosopher Nassim Nicholas Taleb in his book of the same name; the theory that almost-impossible "out of the blue" events occur more often than we might think (and seem almost certain in hindsight).

Go and approach, because you might find that the busy bitch turns out to be a Black Swan. If you don't try, you'll never know.



Effective target selection comes from balancing the ability to read pre-approach cues with the willingness to keep your mind open.

► Burn Your Boats Mission

"You can't fuck a phone number."

A downside to daytime Street Hustling is that daygamers get into the habit of settling for a phone number and not taking things further. This "playing it safe" never pushes the seducer to further success.

All Street Hustlers should try a "Burn Your Boats Mission" where you leave your phone at home and head outside with the sole purpose of seeing how far you can take things with a girl you meet during the day. First on an Instant Date, then bouncing to another venue, and finally on to your place or hers for an attempted Same Day Lay (SDL). With your phone at home, taking her number is not an option, so it's *persist or fail*.

The Burn Your Boats Mission is ideal for Gutter Game where a Street Hustler wants to lead and escalate as much as possible to capitalise on the limited window of opportunity.

► Daygame Dice Challenge

To encourage you to approach girls in lots of different situations, and to inject some fun into your Street Hustle sessions, try the following challenge. You can play this with a wing or solo.

Carry a dice in your pocket, and let the dice decide which approach you use:

#1 = Approach a moving girl using the Wheel of Fortune

#2 = Approach a girl in a shop

#3 = Approach a girl who is standing still (waiting)

#4 = Approach a seated girl (e.g. on steps or in a coffee shop)

#5 = Approach two girls together

#6 = Approach a hot shop assistant

You have to stay out until you've done at least one of each approach, however many rolls it takes. If you're playing with a wing, it's the first one to complete all 6 scenarios that wins a beer or dinner!



TACTICS:**► Torero Toe**

A common student mistake is to leave a large distance between him and the girl, so as not to invade her personal space. He wants to keep things "polite", but misses the point that a girl should feel his masculine presence.

Put your best foot forward (only an inch at a time) after the Hook Point to create sexual tension and allow you to do some light touching ("kino"). I have called this move the Torero Toe ever since my students pointed out that I do it subconsciously during my interactions.

You can't sustain such close proximity throughout, because she'll sense it. It should be scaled back (Fractionated) so that she doesn't back off.



One of the strongest tells that a girl is sexually attracted to you is how close she'll let you get before she backs off.

► Maradona Move

The Maradona Move was named after the infamous 1986 "Hand of God" football incident involving Diego Maradona. Like the Torero Toe, this physical escalation move can be done during the LDM to Spike things up physically and close the distance.

When introducing yourself and telling her your name, put out your hand as if you're going to shake hers. But when she offers her hand, hold it lightly and let her be the one to pull away first. This sexually



Spikes out of the comfort trap, especially when combined with Tiger Eyes.

Use the Maradona Move as well if she's going to walk off and you want to regain the Frame by persisting. Go to introduce yourself and put out your hand. A classic salesman technique.

Most girls will hold your hand for a few seconds before politely pulling away, but some girls (particularly girls from the Former Soviet Union) might hold your hand for well over 1-2 minutes. An advanced form of the Maradona Move is to hold her hand and then pull her a step or two towards you. This needs to be done with a cheeky grin and twinkling eyes.

► Banned Words

When interacting with friends, colleagues and family on a day-to-day basis we often use polite "filler" words and noises that oil the cogs of sociable conversation. Such words in our repertoire include "wow," "cool," and "interesting" spoken in a pleasant, upwards-inflected tone to help build rapport.

Whilst great for functioning in society, these verbal distractions are disastrous for Street Hustling. Such words and tonality make a guy sound weak, needy and supplicating. These words must be banned and replaced with neutral words and phrases such as "ok," "I see" or "fair enough." Voice tone should remain flat or downwards-inflecting to turn these into qualifying opportunities.

Recording audios of your Street Hustling approaches is any easy way to self-diagnose how often you are still using Banned Words.



Never forget that the rules for making friends are different from the rules for seducing girls.



► Elephant in the Room

One of my most popular Street Hustle techniques is to leverage social awkwardness as a strength, by calling it out to the girl. This "Elephant in The Room" strategy is ideal for re-calibrating an interaction if it's gone slightly off course. If you have brain freeze and run out of things to say, or you notice that the girl looks uncomfortable and doesn't know what you want, try verbally calling it out with a smile and these words:

"Ah, I've got brain freeze because I'm a bit nervous, I don't know what to say.."

"Well, this has got weird, I love how you're looking at me like I'm a murderer."

"I'm not sure what else to say, but I think you're cute and I wanted to invite you out."

Doing it too often is too self-deprecating and shows weakness, but using this technique sparingly is very effective since it shows social intelligence, humanness and slight vulnerability. A seduction attempt that is too polished can be too suspicious to girls.

Note that when on a date and moving into seduction, you should not break the sexual tension with this technique.

► False Time Constraint

Another classic sales technique is using words and body language to suggest you're not going to be hanging around for much longer, thereby minimising any awkward feelings she might have about you lingering around.

"My friend is over there [point to real place or not], and we're off for lunch in a minute."

It's especially important to do this when Opening seated girls or in high pressure situations:

"Listen, just really quickly before I get back to work, but I just saw you and..."



Be the first one to cut the conversation:

"I have to get back to work now, but another time let's have a drink."

Fractionating your body language (sometimes called "body rocking") so as to not seem too interested also creates the impression that you're not going to trap her there for too long. It's a key part of displaying social intelligence.

► Open Loops

"Always leave them wanting more."

P.T. Barnum

An Open Loop is a story that has sucked in the listener but hasn't yet been closed with a conclusion (or punchline if it's a joke). Good film directors and writers know this all too well.

Think of the classic barroom storyteller trick of getting free beers by not finishing the story until his beer is refilled. He is careful to time the cliff-hanger to match his last drop of drink.

Street Hustlers should pepper their interactions with such Open Loops—revealing Demonstrations of High Value (DHV) fragments about themselves, but leaving some of the story untold to build suspense. Whether already out on a date, or during the initial pickup, she'll be keen to learn more at a later date.

You might subtly suggest that you used to live in Spain, then quickly switch the spotlight back to her. Maybe you mention you play in a band, then totally change topic. Try not to sound too try-hard, as though you're showing off. Open Loops and Humble Bragging should be used subtly and sparingly side-by-side.

Next time you watch soap operas and other TV shows, notice how a current loop is never closed until the next loop has already been opened. This is why you often watch multiple episodes of your DVD box sets back-to-back, because there is never a right moment to stop watching.



► Phallic Object

A simple trick for calming your nerves and giving you a slightly cocky appearance when Street Hustling is to carry a bottle of water or some food in your hand. It makes you look preoccupied and prevents you from fidgeting.

When *Stacking* and *Vibing*, you can use a bottle of water as a pointing (or even playful prodding) device, hence the name “Phallic Object.”

Eating an apple or some grapes as you’re talking to her shows you’re not standing to attention or intimidated by her beauty. Talking with your mouth full is something that models, celebrities, and other high status people do while “in their own worlds” and not restricted by social rules.



► Umbrella Game

A closed umbrella can also be used as a Phallic Object, with the added advantage of being an effective bubble with the girl when you open it in the rain. Most guys miss a trick by stopping Street Hustling when it’s drizzling or raining, which is a shame because there are still lots of girls scurrying in and out of shops and malls... carrying their own umbrellas.

A simple seduction technique is to take a larger than average golf-style umbrella out on your rainy daygame sessions. As soon as you stop her, put the umbrella over her (and over her umbrella if she’s got one) to create a bubble-like atmosphere that has you standing closer together than normal.

Run the LDM until the Hook Point, then suggest getting out of the rain and into the warm for an instant date.

Note—Don’t ever put the umbrella over her at the cost of you being in the rain unprotected. This signals “White Knight” and will throw you out of the Secret Society.



► Use Her Name

“Someone’s name is their favourite word.”

This is a classic sales trick used by companies like Starbucks when they write your name on the takeaway cup. It’s not really so they can identify you when passing over the coffee, but because the “personal touch” adds to the Assumed Familiarity that quickly builds rapport and trust.

Find out her name (perhaps by using the Maradona Move) and use it as a topic in itself. Is there a celebrity or cartoon character with the same name? Does it sound strange? This could be the perfect opportunity to tease or challenge.

When you use someone’s name in a conversation with them, it makes you come across as being in control. But as with all Street Hustle techniques, don’t use her name so much that it becomes obvious what you’re doing. Smooth calibration is key.



When you get good, you can deliberately mispronounce her name several times in a row to lure her into correcting you. Her name can become a tease that triggers her to qualify.

► Swearing

Swearing once or twice during your Street Hustling interactions is another way of Assuming Familiarity and breaking rapport. It shows you’re not treating her with kid gloves or standing to attention just because she’s hot. You’re in your own reality, and the swearing Spike bursts the bubble of comfort that most men get trapped in.

I like to swear during the *Vibing* stage of the LDM, or to Spike out of rapport in the *Investment* phase. It’s also useful occasionally during dates. But beware—use swearing sparingly, and start small with nothing too strong. See how she reacts, and calibrate from there.



The best swear word to use is “fuck”. The second best is “bastard”. This is because they do not trigger the disgust reflex (unlike “shit”, “piss”, “cunt”) but they do have sexual and cad connotations.

Your swearing should sound like a rare out-of-character slip rather than an expression of a persistent potty-mouth.

► Mini Bounce

This is one of the first physical compliance tests a Street Hustler can implement. Moving (or “bouncing”) her is a classic persuasion technique used by everyone from magicians to pick-pockets and car salesmen.

Once the Hook Point has been reached, you can move her to the side of the pavement using the word “...because.” “Because people are trying to get past,” or “because of the road fumes.” Humans respond well to perceived justification and authority, and her early physical compliance shows you how willing she is to take your lead.

In night Game this would be taking her from the dance floor to the bar, from the bar to a seated booth, then outside for a smoke, and finally to a pizza shop. You are baby-stepping the *big bounce* into smaller (more plausible) moves. Movement has the effect of making her feel like she knows and trusts you (Assumed Familiarity).



Compliance tests aren't just about making an impact on the girl. They also aid your calibration by letting you know where you are in the set.

► Street Kino

Flashy YouTube infields show hustlers high-fiving girls, picking them up, spinning them round, and salsa dancing with them in the street. While it certainly gets the web clicks, it's weak Game unless you're in a high-energy environment like the Las Vegas Strip, a pool party, or the smoking area of a bar during Gutter Game. Even then, it's a bit too try-hard.

The only touch (“kino”) I do during a Street Hustle interaction is:

- *Incidental—touching her hat or coat when making a tease.*
- *Maradona Move*
- *Mini Bounce*

Don't try to hug girls after you've Number Closed, or kiss them on the cheek. It's too invested, too needy. Close strong, and then nonchalantly walk away telling her you'll text her later.

Experienced Street Hustlers can create an unseen subtle electric atmosphere in set using strong Polarity, Tiger Eyes, Vacuuming, and a simple smirk. This under-the-radar sub-communication is very powerful, even though it might come across as “boring” to a beginner who's watching an infield video.



It's not a Secret Society if everyone can see you high-fiving her.

► Persistence

A good salesman knows he has to plough through token resistance and keep going with the sales pitch. He's expecting this initial resistance, and he knows how to deal with it.

It's the same with Street Hustling. Niggles are normal and should be expected from a girl, even though students are often surprised by them. This initial scepticism evolved so that the girl can see if the guy is a man or a mouse. Passing her tests and ploughing on shows that you've got a strong dominant Frame, which actually increases the attraction she feels. Be ready for her to say things like:

- “I'm late for work.”
- “I'm in a rush.”
- “I'm kind-of seeing someone.”
- “I don't just give my number to random guys on the street.”

After the Open, many girls go to move away, especially if you pause before Stacking. It's completely normal and should be expected, especially in busy cities like New York or London.

Use the classic phrase *"One more thing before you go,"* and Stack forwards with *"Another thing I noticed about you was...."*

Use the Maradona Move to physically keep her there. Try to Close two or three times if she's hesitant—first suggesting swapping numbers, then going for her Facebook or email.

Obviously the phone number is preferable, but on more than two dozen occasions I've slept with a girl from a "weak" Facebook Close or scribbled down email.



Always ignore her first token expression of doubt. Lightly address and then dismiss her second. It's only when she makes a big deal of it that you may have to rationally engage it.

► Daygaming Two Girls (2-Set)

Data shows that the vast majority of daygame lays come from Opening single girls (1-sets). This is because there's no potential cock-block to deal with, and it's discreet for the girl, with no one judging her. Nevertheless, it should still be in every Street Hustler's arsenal to know how to stop and daygame two girls (2-sets). Close rates are higher if you've got a wing to help you, so let's look at both scenarios.

Solo 2-Set:

Stop the two girls using the Wheel of Fortune front stop if they're moving, but be sure to leave more room so they don't just part around you. Hold your arms wide like you're trying to catch two toddlers running past you on either side. Your energy needs to be higher,

and your conviction stronger, as you make eye contact with them both and say something along the lines of:

"Hey, girls, listen... I've got to tell you something really quickly... I just saw you walking past and I think you both look really nice."

Compliment both of them, even if one is unattractive. But when you start Stacking, talk to the girl you're not interested in (the "obstacle") about the one you want to Game (the "target"):

"What I noticed about your friend was that she looked so Scandinavian, with her innocent blonde hair and rebellious leather jacket. I'm guessing you're both from Sweden..."

Put the focus on the obstacle, and Stack about the target through her, teaming up to tease the hot one. This is called "occupying the obstacle" so that she doesn't pull the target away.

Involve them both and play them off against each other by making comparisons. Guess which one is the good one, and which one is the naughty one. Who's the angel and who's the devil? Who's the leader and who's the follower? Who's the party girl and who's the bookworm?

To ensure that the target knows you're definitely hitting on her, use the Tiger Eyes and an extended Maradona Move on her. Make some Statements of Intent towards her, but all the while keeping the obstacle happy.

The energy of a 2-Set is higher than with a 1-Set, and it's mainly all about sparking attraction. True rapport is rarely reached because you're having to juggle two balls.

When Closing, say to the girls:

"Listen, it was cool meeting you, another time I'd like to invite you out, let's swap numbers..."



Pull your phone out as you say this and hand it to your target. Girls know exactly what's going on, and it's just a polite way to not totally exclude the obstacle.

Sometimes the obstacle will clearly give you permission to hit on her friend. She'll turn to face her friend, encourage you, DHV her friend, or even sink into the background to give you a free run. In these cases, here is a good closing line to take advantage of her being on your side and giving her friend approval to date you:

"I hope you don't mind me chatting up your friend here." Then turn to the target and say, "I hope I'm not embarrassing you in front of your friend but I think you're cute and I'd like to take you out."



Daygame cock-blocking rarely happens unless you are very uncalibrated or you do something to annoy the obstacle.

With A Wing 2-Set

Since Opening for beginners is the toughest part of Game, the one who Opens the set gets to run the set and gets first choice of the girls. It's only fair. So choose who going to go first, and let that person stop the two girls by himself as described above. He Opens and Stacks on his own until it's clear that the girls are staying put; and he stands closer to the girl he likes so that the wing knows where he stands too.

The wing then comes into the set, standing next to the obstacle (or a potential second target if she's cute) and says something along the lines of:

"God, I leave him for two minutes and he runs off talking to girls. Good to meet you both, I'm _____"

The job of the wing is to occupy the girl that the other guy doesn't want. After some quick Vibing all together, the wing takes a step to the side to split the set and engage the second girl. You want the two girls to turn away from each other, into the "mini-isolation" of two separate

conversations. The wing is giving his buddy a chance to run the rest of the LDM in the normally way without the distraction of the second girl.

If the wing likes the girl he's talking to, then he can also run the hustle on her. Otherwise he just keeps the conversation going with his girl until his buddy is able to Close. It's even possible to double-date the two girls, especially if it's Gutter Game and you can take them straight to a bar or back home for an "after party."

The set ends when the player Closes, at which point the wing must also Number Close (if he wants to) no matter where he is in his set. This isn't as socially awkward as it would seem, because both girls realise that the primary interaction has ended.



► Daygaming A Girl in a Café

Most hustlers daygame only on the street, forgetting that daytime pickup can happen anywhere that's not a bar or club. They fear indoor locations because of the added social pressure (Spotlight Effect) and the fact that a girl is "trapped."

I personally love hustling indoors, especially in coffee shops. I find that either the hustle goes really well and I end up sitting down with her for an Instant Date, or I quickly find out it's a "no" based on how she reacts to the Opener.

When daygaming in indoor locations, and especially if the girl is seated, you must follow three important rules:

1. Don't linger. Hovering is creepy. Once you've spotted her, go over to her as soon as possible. Looking shifty only adds to the social pressure.

2. Call out the Elephant in The Room: *"Hey, I know you're studying but..."* or *"Hey, I know you're focused on your shopping but..."*
3. Watch out for Indicators of Disinterest (IODs). If she looks uncomfortable early on and turns away, don't persist, but politely excuse yourself with *"Have a good day!"*

When a girl is seated in a café*, walk up to her, Open as normal, but don't just sit down next to her. Stack as usual with something playful about her situation:

"I love how focused you were on your laptop. I'm guessing you should be studying, but you're checking your Facebook instead."

Elicit a topic, move into Vibing, and if she hooks then say:

"Listen, I've got 10 minutes while I'm waiting for my friend to finish shopping, so do you mind if I join you?"

Only sit down after Hook Point, and then run the Investment and Close stages of the LDM as normal.

* If a girl is seated outside on some steps, a bench or something else significantly lower than you, it's best to crouch down to eye level when your Open so as not to seem overbearing. Only sit down next to her after Hook Point.



► Daygaming a Girl in a Shop

Follow the same three rules listed above. Don't be tempted to Open "indirect" by asking for shopping recommendations, but follow the LDM structure as normal by going direct. Your Stack after the Open can be a playful tease about what she's buying or what's in the shop around you:

"I love how focused you were on that breakfast cereal. I'm guessing you're deciding between naughty or healthy..."

It's important not to lower your voice in the set, since this implies you are embarrassed by what you're doing and it makes the girl feel awkward.

Don't be worried about shop staff or security watching you. Remember that you're doing nothing wrong. Flirting with girls and making them smile is certainly not illegal. As long as you're being calibrated, spotting Indicators Of Disinterest (IODs), and retreating if required then you shouldn't have any trouble.



In an indoor location, use the situation around you to find your topics for Stacking and Vibing. Tease her about what's going on.

TEXT HUSTLE



Feeler Text → Ping Texts → Date Request Text

DIAGNOSTIC**► Glasses-Off Test**

I use this technique with my students when looking at their text threads with girls. It's simple yet very effective. Just hold up the mobile phone at arm's length so you can't read the actual message but can see the relative sizes of each person's text boxes.

Look at the flow of alternating colours of your messages and hers. Who is writing more, you or her? Who is using more emoticons?

The person writing the most is the most invested—they need the other person more than the other person needs them. In other words, there are more smileys, more kisses, more photos. Make sure you're not the one who comes across as chasing. Remember that your messages should be shorter than hers, with bigger time gaps in between. Avoid over-using kisses, emoticons or exclamations.

Hold your phone up at arm's length to see your draft message before sending it. Does the balance of investment look right? Don't send it straightaway, but leave it unsent for a few minutes so that you can re-read it with a clearer mind.

Remember: neediness is the number one attraction killer.



Just as with Investment in your street Game, the best messages are short ones that trigger longer ones from her.

► When She Says No

Often times when you send a Request text after your Pinging, the girl will decline the date offer. Beta guys will feel disheartened and send another Request text immediately afterwards, revealing their needy mind-set. It's much better to take a step back and think about what her "no" might have meant:

- *If she just declined and didn't give an alternative suggestion of when to meet, then she's a Maybe girl who is too busy with other options. Go back to Pinging for a few more days, then request again.*
- *If she declines and offers an alternative suggestion, then she's a strong Maybe girl or a Yes girl. Settle on another day / time for the date*
- *If she ignores your date request and is either silent or texts back about something unrelated, then she's most likely a No girl. Move on*

If at any point you feel like you've been too needy, the simple rule is to go text-silent for 48 hours as a push-away—to see if she'll text you before you send your next message. A girl's interest in you can fluctuate wildly for reasons completely unrelated to what you do. If you sense she likes you but isn't much invested in the chat, it's best to protect your value and wait for things to open up again later.

► Anti-Flake Check

Once you're sent the date Request text, she's accepted, and you have the logistics all sorted, you may well have a few days before the date to wonder whether she's going to go cold turkey and cancel... or flake out and not show up. There's really not much more that you can do apart from Pinging to check she's still on the radar. Don't send her a message on the day to ask "Are you still coming?" because this reeks of scarcity and insecurity.

Instead, send an Anti-Flake Check message a couple of hours before the date like this:

"Crazy day at work, long story about a horse, going to be 15 minutes late..."

This is a great diagnostic tool, since – if she is going to flake – your text will prompt her to tell you that she "can't make it after all." If she's on then she'll reply back "Okay, no problem, see you there."

You've not lost face either way, because the Anti-Flake Check hides the fact that you're probing for her availability.

STRATEGY**► Length & Timing**

A needy Nice Guy will think that by making his messages detailed and lengthy, he's got more opportunity to impress. Do exactly the opposite. Write a third less than she does, so you're investing less and flipping-the-script. Never seem too excited (with exclamations or supplicating words like "*amazing!*") and keep emoticons to a minimum. The wink face ;) is my most used emoticon to add to the cocky-funny vibe, but I never use kisses.

Hungry betas are usually overly-keen to reply whenever she sends something. Hold fire and do exactly the opposite. Leave at least as much time as she did to reply, if not a bit longer. Make her wait. It's a Vacuum.

Write your reply and then put your phone down for 10 minutes before sending it. Re-read what you've written to see if you can spot any needy Nice Guy errors.

► Long Game

Hustling in a new city or abroad for a limited time means you'll have a phone full of contacts that you've not managed to Close by the time you're sitting on the plane or train home.

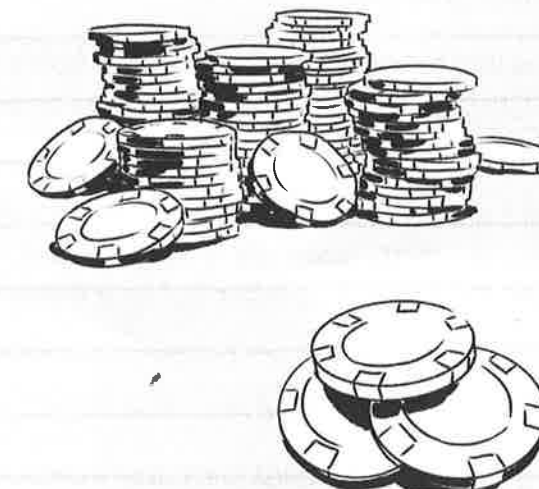
If you're going to return to that city, then you can run some Long Game on those leads through sustained Pinging, Photo Pinging or even Skype (if you've already taken her on a first date). The aim is to go back to that destination to "Close The Loop."

Keep in contact with your Long Game leads a couple of times a week to ensure that those metaphorical plates are still spinning. Some girls might hook stronger so you can increase the frequency and flirtatious nature of those leads, while some might disappear completely.



It's not about how long your chats are, it's about keeping yourself in her mind through relative consistency. Some you'll just be Pinging and will then have to do the date work when you're there; others you can move further along the seduction path so that their buying temperature is high enough for sex when you next see them.

Long Gaming is time-consuming and often leads to dead ends since you might not revisit her city for some time. Be careful not to get needy with these type of leads when the long distance increases scarcity feelings leading to Oneitis and desperation. Also beware that this type of Game also puts you in the potential boyfriend box because of its duration and depth of rapport.



TACTICS:**► Ping Texts**

As already discussed, the bulk of texting between the initial Feeler text and the eventual Request message consists of Ping texts.

It's crucial that you avoid the usual bland, boring, predictable texts that guys send girls:

"Hey, what's up?"

"How are you?"

"How was your day?"

Pinging is like a flirty radar sending out beeps to establish basic contact. They Spike things out of comfort by being quirky and loaded with banter.

Once I've got a girl's number, we'll Ping each other back and forth for a few days until I know she's fully hooked and ready to be asked out. The aim is to get her out on a date within a week of cold-approaching her.

The formula for a basic Ping is:

Quirky observation about your day + accusing question e.g.

"Just seen a dog on a skateboard. Are you working hard or swiping on Tinder?!"

Keep things quirky, but don't overdo it because these are only Spikes in amongst the rapport. Too much looks too try-hard and you'll come across as a clown. As a rule, this type of Ping should be your first message of the day, with your follow-up messages being more normal until you send her a starter-Ping again the next day.

There's no magic number of texts to send, or a specific number of days to do it for. Each texting scenario is different. Some girls are prolific texters; some are not. Just remember that if the Street Hustle was

solid enough, there's really not much need for text Game. If she's not replying as much as you want (i.e. she's "flaky") then most likely the original pickup wasn't strong.

Keep reminding yourself that the point of texting is to get her out. On the date you can use your hustle toolkit to a much fuller extent.

► Photo Pings

"A picture paints a thousand words."

Rather than using the classic Ping formula in words, I sometimes send her a photo instead, without any written message.

The photo needs to be random and quirky that recalls something you said during the original interaction ("callback" joke). Did you call her a pirate or a panda? Did you say she looked like a gladiator? Were you teasing about how punctual the Germans are?

Go to Google images and do a search for a photo that's going to Spike the interaction and provoke a response. Make it something silly, something a little risqué, but nothing hard-core sexual.

Don't send such photos too often since they show more investment on your part than standard written Pings. They are ideal for mediums like Facebook Messenger or WhatsApp, especially if you are seducing over a longer time period from different locations.

If you want to tone it down, just send her a photo of where you are. For example—because I can often be found in cafes and coffee shops, I take a photo of my coffee and book sitting atop the table... and with the caption *"living the dream."*



► Audio Pings

A simple yet typically underused hustle technique is sending her a short audio clip using the audio record function on services such as Facebook Messenger or WhatsApp. This is much less invested than calling her, but much more original and unexpected than just a regular Ping or Photo Ping. Use it only occasionally, and out of the blue to keep things Spiked and unexpected.

Send her a very short audio clip (10-20 seconds) of you describing a random thing that's just happened to you. Or a random place you are in. Or a funny background noise that you know she'll giggle at. Examples might be:

- *You in a karaoke bar.*
- *You describing how you just saw a man get hit by a pigeon.*
- *You at a music gig.*

Just make sure it doesn't sound like you're drunk or desperate, and that it fits with the girl's personality.

► Resurrection Texts

If the trail has gone cold after some back-and forth-Pinging, implement a 48 hour "roll off" as a Vacuum, then try one last "Resurrection" text to see if she'll bite.

Some example Resurrection texts include:

- *"Just seen someone who looks like you!"*
- *"Have you been kidnapped?!"*
- *"Still alive?!"*

It's crucial not to get needy, and to see them simply as a bit of fun. Having an abundance of leads reduces any neediness and keeps it light-hearted.

If she responds, then get back to normal Pinging and the text model. If she still doesn't reply, then I usually delete the number and move on to a new lead.

Before returning to a city, I'll often lie on the sofa and copy-and-paste Resurrection messages on mass to all the old leads I have there - numbers, Facebooks, whatever - to see what bites. As always, do this from a place of strength, not weakness.



Learn to recognise when a lead is dead, so you can transfer your energy to generating and converting new leads.

► Points Mean Prizes

This is a Torero classic that can be used either on texts or on the date. Put the girl on a points system:

"That's funny...plus two points ;)"

She'll ask what the points mean, or if there's a prize. Tell her that when she gets to 10 points there'll be a "surprise". Or that you'll be nice to her.

Find an excuse to subtract points from her, especially if she's playing games over text or says she's going to be late for the date:

"Minus two points...you buy the first drinks ;)"

The Points Mean Prizes structure is a silly gambit that I've used hundreds of times to great effect. It's a qualification routine because it gets her working for you.

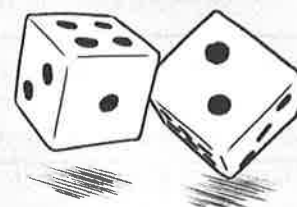
► Walk & Talk

I rarely call girls on the phone unless I've already slept with them and am dating them long-term. Even then, it's only to arrange logistics for meeting up. Likewise, girls hardly ever speak on the phone unless it's to their best friend or mum. A mobile is now mainly for checking social media, browsing the web, and messaging.

Calling a girl before you've slept with her is high investment. If she doesn't answer, then you're straight into needy mode. And even if you do speak with her, you can mess things up by sounding supplicating or nervous.

If you do have to call a girl, a simple trick to not come across as too invested or unsure is to "walk and talk." Make sure you're doing something when you call her: making a coffee, walking around a park, seeing friends in a pub, or browsing in a supermarket. Distracting your nervous mind with a physical task makes the conversation far less pressured, and you'll seem busy in her mind.

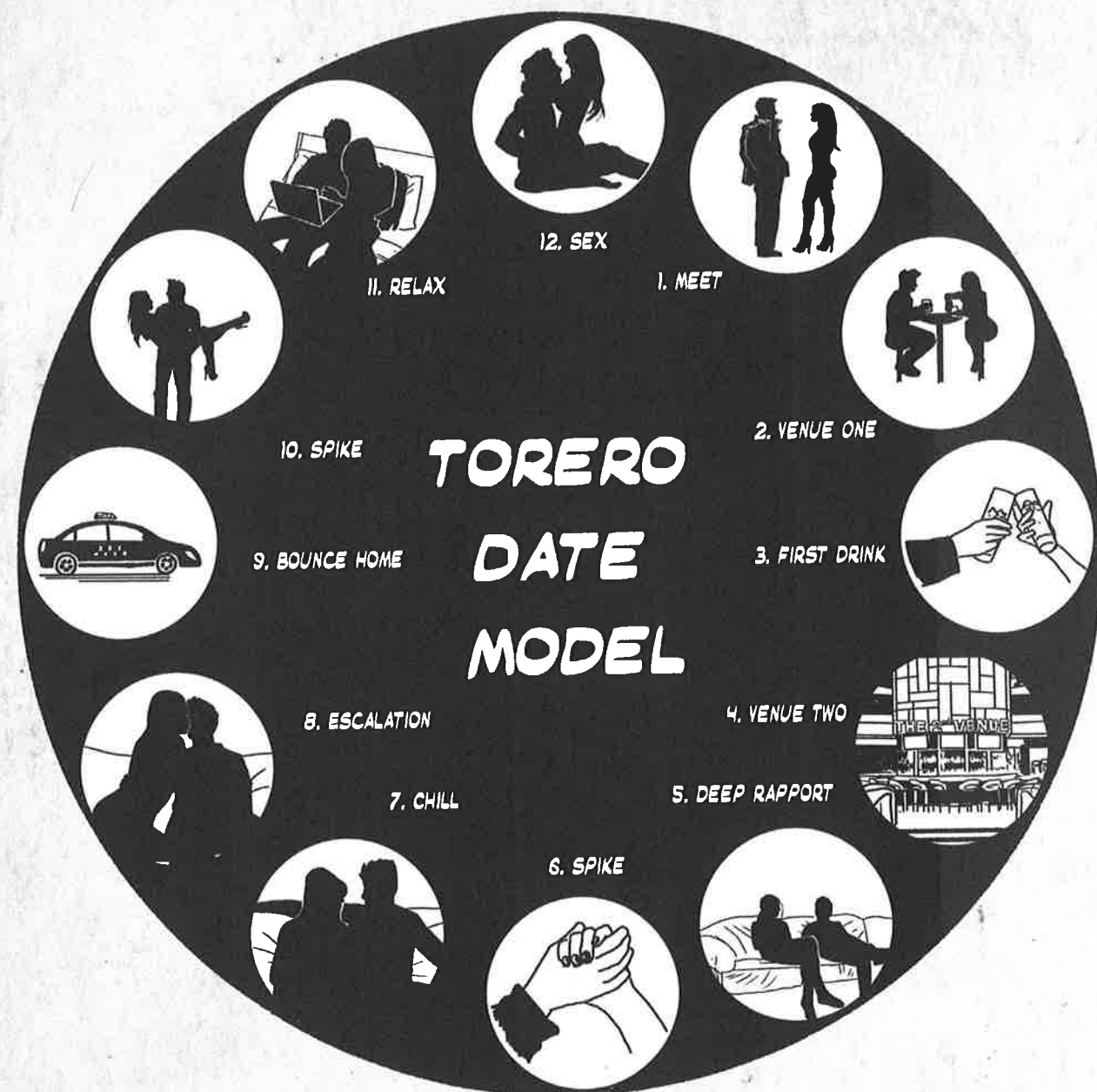
Remember to speak slowly with a low voice tone. Just like with Pinging, don't be bland and predictable. Spike things up with accusatory teases and flirty challenges. Get her to invest by qualifying her and Vacuuming. Lead the conversation and the planning. Be the one to end it first once logistics have been agreed for the meet-up.



DATE HUSTLE



Venue One → Rapport with Spikes →
Venue Two → Seduction → Home



DIAGNOSTIC

► Trouble-shooting

Remember that the Torero Date Model is fluid; it's girl-dependent and situation-dependent since there are so many variables involved—from logistics to the time of her monthly cycle. But we can make some generalisations about possible outcomes:

Plan A: You run the complete 12-step model in one evening and sleep with her.

Plan B: You run steps 1-8 on the first date, then steps 9-12 on the second date.

Plan C: It takes you three or four dates to complete the model and sleep with her.

If things are not going to plan and she's not investing, not complying with escalation, and she's being cold and aloof, ask yourself:

- Are you talking too much and not Vacuuming?
- Is it just chit-chat and you're not Spiking?
- Is the escalation Fractionated (on and off)?
- Are you verbally escalating gradually?
- Are you physically escalating gradually?
- Is she making you reactive and causing you to lose the Frame?
- Are you in boyfriend mode rather than lover mode?
- Have you grounded things by telling her a bit about you to keep it real?

If you've tried all the date techniques in this section and she's still not playing ball then it suggests she's either a *super-shy inexperienced wallflower virgin* or a *princess-like time-waster* who's come out for a free drink and some free company, free English lessons, or free validation. Proceed with caution in both these cases because she could be a time-sink road to nowhere.



If you're not sure where you are in the model, physically escalate to see how much compliance you've got with her.

STRATEGY**► Venues / Seating / Drinks**

Remember that on the first date you're going to go to two venues. The first venue will be a café or pub where you will sit opposite or at right angles to her. You'll stay here for one drink (around half an hour) just building rapport with some light flirty Spiking.



Seating arrangements in the first venue prioritise eye contact. The second venue prioritises touch.

The second venue will be a darker, more seductive bar. Here you're going to sit next to her in a booth, on a sofa, or on bar stools next to each other. The lighting will be lower, and the music more chilled. You'll stay here for the remainder of the public part of the date, just focusing on seduction.

It's your job to find suitable venues ahead of time, near your place or with some means of getting home (ideally a taxi rank). Visit these places beforehand to check when they open and close, how busy they are, and how noisy they are. Locate a nearby ATM, and make double-sure you know how you're going to bounce her home. Uber can lessen the pressure of finding a taxi, so make sure you've downloaded it.

It's imperative that you don't let her choose the venue or the seating, because you've got to lead and hold the Frame. Logistics can make or break a successful hustle.

If you've only got one venue at your disposal, you can still break it into two parts. Start by sitting opposite from her, then find an excuse to go and sit next to her. I usually go to the bathroom about 15-20 minutes into the date, then come back and just sit next to her. If the venue has different rooms, you can bounce her from one to the other.

Don't ever go to very posh venues where the drinks cost a fortune, in the hope of trying to impress her. Keep it simple. You're going to buy

the first round of drinks (e.g. coffees or beers) and she may well buy the second round—unless she's from the Former Soviet Union or is a poor student.

► Adventure Bubble

If you can't seduce her on the first date, and a second or even third date is your only option, try to get her to come to yours for "cooking and a movie." Girls know what that means. If it's still "too much too soon" for her then take her on an afternoon / early evening "Adventure Bubble" to build more rapport and trust before taking her back to yours (combine it with the Supermarket Sweep, page 189).

Adventure Bubble ideas include:

- *Walking around a local park.*
- *Ice-skating.*
- *Riding bikes along a river.*
- *Playing pool or table football in an arcade.*

Be careful that the vibe doesn't sink into comfort, and remember to hold the Frame, Spike, lead, and bounce her home. Some girls like to drag out the friendly chat to put you in the make-him-wait potential boyfriend box. For this reason I very rarely do Adventure Bubbles, as they can come across as too romantic and too invested.



Only choose the Adventure Bubble option if you are sure the girl needs lots more rapport.

► Home Logistics

Guys often think they need the perfect “luxury bachelor pad” with the latest sound system, a rooftop balcony, and a pool table. This is coming from totally the wrong Frame of trying to impress her with money and status (Provider Game).

The only thing that really matters is that your Close location is isolated and not far from the bar. I’ve always used simple rented rooms that often just had a bed, a desk, a chair, and a wardrobe. Or a basic apartment with a small kitchen, living room and bedroom. In short—nothing too fancy to signal that I might be the provider.

Your place needs to be tidy but not spotless. It’s actually more masculine if it’s not clinically tidy and still looks lived in.

Here is the home logistics checklist I go through before leaving for the date:

- *Is there alcohol in the fridge (girls usually prefer white wine)?*
- *Is the bed made?*
- *Are there condoms stashed around the place within easy reach?*
- *Is there mood lighting or lamps?*
- *Is the laptop / iPad charged?*
- *Do I have a few films / music mixes downloaded?*

When she comes into your place, make sure she takes off her coat and her shoes. This action has the powerful effect of making her feel more comfortable, like she’s staying.

As the Torero Date Model explains, don’t just jump on her and try for sex immediately (unless she jumps your bones). Ease off by pouring her a drink, letting her put on some music or show you something on the internet. Sitting on the sofa is ideal. Remember good Game is all about fractionation.

Once you’ve watched some of the movie whilst doing some physical escalation, it’s time to “pull the trigger”; i.e. perform the final

escalation towards sex. You can initiate it either on the sofa, on the carpet, or by taking her hand and leading her into the bedroom. I give girls a plausible reason for the bedroom bounce by saying:

“Let’s go in here, it’s more comfortable, and we can’t make noise in the living room because my downstairs neighbours complain about it...”

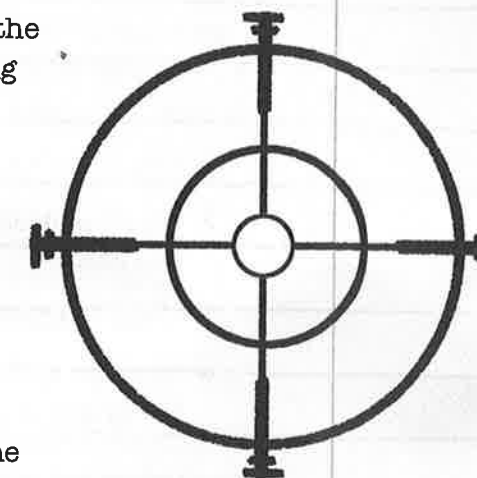
You should ensure that the bedroom lighting is low, since it sets the mood. Use mood lamps, lava lamps, or something similar. Avoid awkward silence from the moment she comes into your apartment, so that neither of you feels nervous. Have a playlist downloaded and ready so you don’t need to rely on your internet connection or spend a long time finding something suitable.

I use extended ambient mixes such as the *SheepyMix* tracks you can find on YouTube or SoundCloud. These are ideal for bedroom escalation because they’re more than an hour long and immediately create the right dreamy, sexy vibe.

► Royal Flush

This is a high risk, high reward strategy to be used on girls who are quite obviously playing games by dangling sex in front of you as a prize. Girls displaying Princess Behaviour (such as many Russian or Former Soviet Union girls) often respond well to this technique.

Implementing the Royal Flush is different from the Elephant in the Room (used for social awkwardness) or Breaking The 4th Wall (used for Spiking) because it constitutes a real ultimatum from you. Like a good parent or teacher, it’s ok to lay down the law and raise your voice as long as you don’t completely lose your cool. You can only do this once with her before you’ve slept with her, at risk that she can’t take it and leaves for good.



If the token Last Minute Resistance has been going on for hours, or even over many dates, I'll tend to deliver the following kinds of statements with a serious stern tone:

- ▶ *"I'm too old for games. You're behaving like a teenager."*
- ▶ *"You know what's going on here. I like to be direct, and I think you don't."*
- ▶ *"Stop, I'm tired of this."*
- ▶ *"Enough of this bullshit, I'm a guy, you're a girl, it's clear what's going on here."*

You'll most likely trigger an angry emotional response from the girl by doing these "Frame crushes." She may well storm off and there will be temporary silence. But don't forget that drama is good—it's pushing her buttons, and getting this kind of response is a million times better than bland chit-chat or letting her power-play games continue.

I call this the "Boomerang Test," because—if she comes back for another date, then it's on. Girls respect a man who's direct and stands his ground without losing it. If she does come back, it's highly unlikely she'll play games again. At least not for a few weeks.



This strategy works by removing her ability to work the grey area. But you could lose more than you win. It simply stops you sinking any more time into the girls who were always going to refuse.

Date Angelina @ Sushi Bar

Wednesday, 6pm

TACTICS

▶ £1 Gift Trick

This is a fun qualification trick to get the girl investing before the date has even begun. When you're Pinging back and forth, tell her you've just bought her a dazzling, impressive, unique present costing...£1 (or \$1). She should get the fact you're being ironic and making fun of the usual provider-type rituals. Tell her that if she wants her present, she has to buy you an equally unusual present costing £1 or less.

This gets the girl working for you before the date. She'll have to roam around a few shops to find something, all the time unconsciously investing in you and the date. It also powerfully prevents her flaking on the date too.

Buy her something purposefully tacky and ironic like a Barbie badge or a kid's Kinder Egg. She should laugh when you give it to her.

▶ Lean Back

Remember that the *guy is the rock* and the *girl is the sea*, and she should be the one coming to you. A classic date mistake is the guy leaning into the girl in a supplicating position as though he's being interviewed or wanting to snuggle.

Lean back, take up space with your body, and be angled slightly away from her. By leaning back, you're baiting her into leaning into you. If you think she can't hear you, speak louder. There are times where I lean-in on the date, but these are carefully calculated moments when I'm using Tiger Eyes—physically escalating or making a specific Spike. This is part of fractionating body language.

Don't give her your full attention, as though she's about to evaporate at any minute. Let your eyes wander occasionally, cut her off mid-sentence to point out something in the venue, thereby showing her that your mind is also "leaning back" because you are non-needy.

► Deep Rapport

Once the basic “getting to know you” chat has been done in the first venue, interspersed with some simple spikes, it’s important to move into a bit of “Deep Rapport” in venue two before the real seduction begins.

If the first venue is about making her feel comfortable, the Deep Rapport of the second venue is about getting her to open up... before she opens up on your bed.

We’re not going to be her personal psychiatrist or seem like her gay best friend. Deep Rapport doesn’t mean a mind-blowing connection or discussing philosophy. It’s simply a chance to get her to further invest and show that you’re interested (or at least seem to be interested) in more than just her body.

Deep Rapport shouldn’t be heavy or serious. Nice Guys sink into “connecting” with her and trying to impress her. Instead it should be about you showing some vulnerability and realness, so you’re not just a 2D “seducer” character.

Keep it simple. Cover 3 areas, in about 10 minutes:

1. *Her past (where she grew up, if her parents are together)*
2. *Present (why she’s living where she is now, and why she’s doing that job)*
3. *Future (what she really wants to do, and where she wants to travel)*

Remember you also need to tell her things about you for each of these areas. In Game these are called “Grounding Routines” or “Vulnerability Stories” that you can prepare and practice well in advance.



Don’t go too deep. Remember to Spike and get it back to playful and seductive after about 10 minutes of Deep Rapport.

► Storytelling

Most people are not born storytellers, but the ability to tell a good tale is vital to a hustler both on the street (during Stacking and Viping) and on every date. It’s an art form that you need to learn through infield practice.

Even though she should be the one investing more than you, your stories are important for the following reasons:

- *To Spike out of comfort.*
- *To subtly DHV through Humble Bragging.*
- *To ground your attraction with reality*
- *To Verbally Bamboozle with wit and charm.*
- *To draw her into your Frame.*

When you’re starting out, you can’t rely on coming up with stories on-the-fly, so I used to take notes while watching stand-up comedians such as Chris Rock, Bill Burr, and Billy Connolly.

Your stories should focus on the topic rather than you. This prevents you coming across as “trying” too hard with your DHVs. Embed some Stealth Questions (page 123) into them to get her contributing too.

Write down two or three set stories. Record them as audio or video on your phone, and practice them over and over until they come across as spontaneous. Then test them on different girls to see how they react. Adapt and try again. You should have at least ten minutes’ worth of material as a safety net.

In “*Hero With A Thousand Faces*”, Joseph Campbell talks about how all stories have one real structure which he calls “*The Hero’s Journey*”:

1. *Things start calm and predictable for the main character.*
2. *There’s a sudden call to adventure or a problem to solve.*
3. *There follows lots of tests / enemies / drama.*
4. *Victory for the main character.*
5. *The character returns and spreads lessons learnt.*

Think about the plots of *Star Wars* or *Lord of The Rings* and you’ll get the idea.

You can apply this narrative arc to all your stories. Think about what was the problem to solve? Add in suspense, Open Loops, evocative language, emotions, colourful characters and a big finale. Remember to include role play and plenty of girl-friendly topics so your stories don't become dry or boring. Humble Bragging should hide the fact you're DHV-ing.

Think about how girls on stage and in movies do seductive dances to tell the story of their sexiness. Now do the same thing on your date by dancing with your mind to convey what is sexy about you. Her dance wouldn't work if she simply stood still, and yours won't either.

► Parody Chode

This is a very clever hustle technique that signals high social intelligence and membership of a Secret Society. Being a "Parody Chode" means mocking outdated courtship rituals and making fun of the needy sickly-sweet Disney Romance lore that other guys live by.

Tell her you left the bunch of flowers at home. Ask the waiter if he's got a candle and can play the violin for you both. Say you've bought a star on the internet and named it after her. Lean in and pretend to propose. Point out other couples in the venue, and make fun of how the guy is all over the girl.

Tell her you're a shy, nervous, good Christian boy who's never kissed a girl or is waiting until marriage to have sex. Say you play video games in your mum's basement and look for Thai brides online late at night.

Of course you need to deliver these lines with a smirk on your face and a twinkle in your eyes. She has to know that you're being sarcastic and ironic.

Self-deprecation will backfire and come across as weak if not delivered correctly.



This is the opposite of bragging. The braggart is so insecure he must tell you why he's greater than he looks. The hustler is so secure he can tell you why he's undateable, safe in the knowledge that you'll want him anyway.



► Parody Pervert

The Parody Pervert is another great hustle tool to show that you "get it." Rather than parodying the nerdy shy guy, you're going to parody the horny guy—acting out what a guy like him would do, while at the same time Spiking things up. For example, you might tell her that you've not been listening to what she's been saying because you've been distracted by her legs for the past half hour.

When she goes to the bathroom, text her: *"Nice ass ;)"*

Say to her: *"I think it's really rude when a guy just stares at a girl's boobs"* as you quite obviously stare at her boobs.

Tell her: *"Your ex-boyfriend clearly didn't spank you hard enough."*

Girls will often Frame Test about you *"just being interested in sex"* or *"guys being all the same."* As with most Frame Tests, use the Agree & Amplify strategy. Play up to the stereotype, telling her you're a simple guy who likes simple pleasures.

"I'm a simple guy who only needs three things, all beginning with S: steak, sleep and s...ewing ;)"

You're playing into the role of a stereotypical caveman or a crass redneck. Girls will gasp in mock indignation, but will secretly love it. Never apologise for your masculine desires. A go-to response for when a girl scolds you for Parody Pervert is *"Does that make me a bad man?"* When she says yes, reply with *"Don't tell my mum."*

► Reverse Psychology

When using Parody Chode and Parody Pervert I make use of classic "reverse psychology" based on the principle that when you tell someone not to think about something (such as a pink elephant) they'll automatically think of it. As such—when you tell a girl to stop thinking about sex, she'll think about it even more.

I often say to girls:

"It's a good thing I'm a shy Christian boy otherwise I'd push you up against that wall and...anyway...it would be so wrong if I did that"



"You wouldn't like it if I bent you over the table, pulled your hair and..."

"It would be so wrong if we just made out right here, like horny teenagers, with all these people watching..."

Because these are such direct sexual Spikes, it's important to roll off and fractionate away by changing topics or building rapport. Often it's enough to lean back again, pick up your drink, and take a sip while allowing something else in the room to engage your attention for a few seconds. These empty seconds allow the sexual imagery to take root in her mind.

► Calling Up Grandma

Another easy tool to Spike things up is to pretend to take a phone call at some point during the date, and have a short imaginary conversation with your "grandma" on the other end:

"Granny, hi, I can't talk right now, I'm on a date....yes, that's right, a date...it's a bit boring actually but at least she's cute, our babies are going to be beautiful...my looks and her brains. No...no, I promise I won't sleep with her on the first date... but a kiss maybe, yes, I'll let you know. See you next week."

You get the idea. Something along these lines with lots of accusing teases. It's classic surreal role play that girls love.

Sometimes if I'm abroad I change "grandma" to the "Queen of England" or "report" the girl to the authorities for her anti-English attitudes.

► Menu Bedtime Story

This one is similar to Calling Up Grandma, but this time using a bar menu to read her a "bedtime story":

"Once upon a time there was a poor, lonely Swedish girl called Anna who got lost in a deep dark forest of London. As night fell she met a dashing handsome wolf, strong and powerful, called Tom, who invited her to ride on his back."

Use innuendos and play on common fairy tale themes, making out that you're the dangerous wolf, or the saviour prince if you want to run more Parody Chode.



Stick to fairy tales that originally had a suppressed sexual edge, such as Red Riding Hood or Goldilocks.

► Find The Best Seats Mission

This contrived "mission" is a great staple for when you walk into a venue with a girl where you have to order at a counter. Tell her with a cheeky tone:

"I'll get the first drinks; can I trust you with an important mission? Cool, I want you to find the two best seats in the venue...nothing too dark as I'm worried about you seducing me."

Just that simple task of giving her something to do sets the correct Frame at the start of the date, and you are already getting her to qualify and invest. It means you don't have to worry about making conversation with her as you try to get served by the waiter at the bar. It also functions as a fractionated "off", giving her a little time to breath and collect her thoughts thus increasing rapport.

Because this is usually done in the first venue, it doesn't matter if she chooses seats opposite each other or next to each other.

► Photo Stack

It's essential that you have a folder of photos on your phone that you can show a girl on a date. You can't rely on having a Wi-Fi connection, so make sure the photos are downloaded. An Instagram account (with the pictures stored on your phone) is perfect for this purpose.

The photos should be Humble Bragging DHVs without being try-hard or blatantly showing off. Try to have a selection that cover the



5 Attraction Switches. Have photos of you doing something sporty, something adventurous, travelling, with friends and family having fun, with cute pets, and you managing others at work.

Don't show her pictures of your car, your luxurious wealth, your six-pack, or your gigantic penis. There should certainly be none of you kissing your ex-girlfriend.

Instead, hint at being successful and pre-selected by other women. Show photos with pretty girls in them that are suggestive enough to make her read between the lines. If she asks *"Who's that?"* then tell her *"Oh, one of my ex-wives before I killed her."*

Once you've shown her some of your photos, ask to see some of hers. This builds comfort and connection. To Spike things up, ask to see some of her "secret selfies." She'll deny she has them but explain that you know all girls have a secret stash of mirror pictures to send to their lovers. If she does show you some bikini or gym pictures that are revealing, take that as a big green light to escalate and bounce.

When on dates with girls you're already sleeping with, try to take fun Instagram photos which have her hands or legs in them but the rest of her out of shot. For example, a "cheers" photo clinking glasses in a bar where it's obviously your hand holding one glass and a girl's hand holding the other. These allow you to Humble Brag pre-selection to later girls while also signalling the Secret Society's "I'll protect your identity" tell.

► Questions Game

This is a classic verbal escalation set piece in the dating toolkit. Having a structured set of questions that you can learn and then deliver to move things from social to sexual is ideal for guys who've not done much dating.

In order for it not to come across as the Spanish Inquisition grilling, the vibe has to be fun and light. Tell her the following:

"Let's ask some more unusual questions. I'll ask you one, you can ask me one..."

Then take it in turns to ask each other quirky questions. Your ones are prepared:

- *Tell me something I'd never guess about you...*
- *What's your guilty pleasure?*
- *Why are you single?*
- *What kinds of guys do you find attractive?*
- *Do you normally date Nice Guys or Bad Boys? Why?*
- *What do you like about me?*
- *When did you last have sex?*

Obviously, calibrate the questions depending on how she responds to the first few.

Intermediate and advanced hustlers won't need to put it into such a rigid framework but will be able to weave such questions subtly into the conversation as verbal Spikes.

► Strawberry Fields

This routine is one of the most famous verbal PUA Game structures (along with "The Cube") which I still use on dates that turn out to be hard work because she's not investing or the vibe is too chit-chatty and I freeze up.

The Strawberry Fields routine moves things on from dull conversation to Spiked flirtation by using girl-friendly topics, visualisation, role play and some accusatory teases.

Tell her that your cousin is a psychologist and that she taught you this test to see how stable a girl is:

"Imagine it's the summer and you're driving along a country road. The sun is shining and all around you are farmers' fields full of juicy strawberries. Feeling hungry you stop the car and decide to go and



take some strawberries. First question—how tall is the fence around the field? [Let her answer] Ok, you go over the fence and eat some strawberries. How many do you eat? [Let her answer] Now, you go back over the fence, into your car, and drive away. You think about the farmer who owns the field. How do you feel about what you did?

The mock analysis is as follows:

- Strawberries = her guilty pleasures in life.
- Height of fence = her will power.
- Number of strawberries eaten = greed. The average is 2 (accuse her of being hungry).
- Thoughts about farmer = guilt.

The aim of the Game is to accuse her of being a sexually starved hungry man-eater or a wild, adventurous, open-minded girl. The whole thing has to be done in an ironic, sarcastic, playful tone so she knows you're just messing around. Drag the test out, don't rush it. It's all in the way you tell the story.

If you're brave, you can do the test on her when she's closing her eyes and holding your hand to add to the seductive vibe.

► Barnum Statements

In 1948 psychologist Bertram Forer gave a psychology test to a group of his students, and without them knowing gave them all exactly the same analysis using statements that are universally applicable. The students couldn't believe how "personalised" his conclusions were, not knowing that everyone had received the same results until after they read their own.

Such statements were named after the circus impresario P.T. Barnum, who famously said that his shows had something for everyone—in much the same way as these statements can apply equally to everyone.

Pepper the Barnum statements into your date when you're building rapport, to get her to open up, invest, and qualify. Use

sparingly though, otherwise you'll come across as a try-hard pseudo psychologist.

Example Barnum Statements include:

"You seem confident on the outside, but inside perhaps you question things a lot."

"You make very vivid images in your mind, like a movie."

"You crave adventure, but you like having roots too."

"You tend to be too critical of yourself."

"You have a need for other people to like and admire you."

► Build Intrigue

As already discussed, Open Loops provide a very powerful way of getting the girl invested, because they're clues that will lead her to more exciting topics without you seemingly having planned for it. When on a date, I pepper in phrases to further build intrigue to keep her guessing while not making it obvious that I am simply seeing her physically.

Say to her: *"You intrigue me. First I just thought you were pretty, but now I'm curious about the rest of you too..."*

Or say: *"You do something so cute every time you smile, but if I told you what it is, you'd become self-conscious about it and stop doing it!"*

Girls love these kind of mysterious open-ended statements that tap into the Open Loop theory using girl-friendly topics. They'll beg you to carry on and explain what you mean, but the trick is to fractionate and move onto something else, leaving them wanting more.

► Parody NLP

The discredited pseudo-science of Neuro Linguistic Programming (NLP) claims that "weasel words and phrases" have magical suggestive powers to influence minds. Rather than taking NLP seriously, it's much

more fun to parody these types of words and phrases by using them on dates to Spike things up and see if she takes the bait.

It's classic innuendo territory, like the old saucy seaside postcards or the British "Carry On" films from the 1960's and 70's.

Buyer beware, though, because this is very dependent on understanding the nuances of the language you're speaking in. If she's not a native speaker, your words might fall on deaf ears. But if she does get their double meanings, you can flip the script and accuse her of having a dirty mind.



Drop these words and phrases into conversation with a smirk:

Deep inside • Long • Hard

Warm • Wet • Cock-tail

Firm • Open up • Take it

Wild • Naughty • Ride • Stiff

► Suggestive Phrases

A stage mentalist like Derren Brown knows how to harness the power of "Suggestive Phrases" to get someone to comply with a command. Such phrases are often bastardised by those who really believe in mind control and hypnosis, when in fact they're just simple persuasive tools that make use of the basic human desire to follow and fit in.

Whilst on the date, drop in some of these Suggestive Phrases to get the girl into your Frame and qualifying to you:

- *London is so open-minded and anonymous, you can do whatever you want here and nobody judges*
- *I think someone should go for what they want and not be bound by social conventions, don't you?*
- *I like skiing because you can just let go, feel free, be in the moment, and everything feels so alive and intense.*

I often use "double bind" questions that make it look like she's choosing something when there really is no choice. For example, you might say:

- *We can go to mine for wine or beer. Which is your favourite?*
- *I'm free next week on Tuesday and Thursday which one works for you?*

► Breaking The 4th Wall

This hustle tool is named after the theatrical technique whereby the actors break the illusion of being "in a play" by talking to the audience. Breaking the theatre's invisible "4th Wall" in this way allows them to deliver commentary or in-jokes about what's happening.

I do this in my hustling to fractionate my pulls, by verbally telling the girl what I'm doing so it displays my social intelligence and the fact that I get the Secret Society thing.

It's different from the Elephant in the Room as I'm using it to Spike things up rather than to dispel awkwardness. For example, if she asks me why I'm looking at her rings (see Physical Escalation), I'll grin and say "That was my sneaky way of just touching your hand."

When she's talking, I'll interrupt her and say "Just to let you know, I'm not listening to much of what you're saying, I'm just choosing a good moment to kiss you."

If she questions why we're going back to mine for one more drink I'll say: "So I can pretend to show you my magnificent, yet imaginary CD collection whilst subtly trying to seduce you."

You can even effect mock shock and blame the beer for letting the 4th Wall slip:

"If we were alone right now I'd pin you down and...oops, sorry, that's the beer talking!"

To pull off these lines, the right cheeky vibe, tonality and facial expressions are crucial. They have to be cocky yet clever, arrogant yet funny.

► Awe & Wonder

This hustle tool is used for building deep rapport with a girl and showing her a completely different side to your Bad Boy persona. In Game this is about showing some vulnerability so that she trusts you enough to sleep with you.

While religion is one of the banned hustle topics, spirituality is definitely on the list of girl-friendly topics providing you limit it to fate, chance and destiny. Not all girls go for it, but if you sense that she's into these ideas then run with them for a while.

You don't want to come across as a woolly New Age hippie, but instead you want to show her your Awe & Wonder at being alive, of life on Earth, and of the vastness of the universe. Don't get heavily scientific, but keep it mysterious, amazed and energised.

Some Awe & Wonder points you could bring up include:

- *The average human is on Earth for 27,000 days*
- *There are 86,000 seconds in a day*
- *Discussing the quote: "Dreams are the royal road to the unconscious"*
- *Discussing the quote: "All men die but not all men live"*

You don't want to come across as feminine and too interested in these ideas, so just scatter them into the comfort-building phase of a hustle so she again sees you as more than just a horny player.



The key is to convey your love of life.

► Pre-empting Token LMR

It is normal, expected, and healthy for a girl to give token Last Minute Resistance (LMR) to you escalating things towards sex. This is an evolved strategy to separate the boys from the men, and to not give

you the impression that she does this all the time. It is also her Anti-Slut Defence (ASD) against having other people judge her or feeling bad herself.

We'll discuss token bedroom LMR in due course, but whilst on the date it is useful to pre-empt it by using the Elephant in the Room strategy to call it out first.

In the middle of the date, I might turn to her and say:

"You know what, I told my friends about stopping you in the supermarket and getting your number. They thought I was mad. I mean...you could be anyone, maybe even a serial killer. Looking at it now, it's so random that we're sitting here."

Or after we kiss on the date, I might say:

"Wow, this is so fast and random, we only met three days ago."

You're vocalising the possible concerns she may have before she gets a chance to do so herself, thereby neutralising those concerns. Don't use this tool too often else you might come across as unsure or insincere.



Girls have a set of go-to doubts that they raise during a seduction. Beat her to it. If you verbalise it first, she can't verbalise it later.

► Date Physical Escalation

If you've not been on many dates, then it's crucial you have a Physical Escalation sequence or "ladder" ready to implement. By far the biggest dating error is keeping it friend-to-friend (rather than man-to-woman) by not bridging the physical gap.

Practice it at home in the mirror. Try it on a wing (but without the kiss or sex!). Write the sequence on your phone, so you can check it during a bathroom break on a date.

Physical Escalation (or "kino") lets you know where you are in the interaction. It tells you how much compliance you've got based on how much she lets you touch her.

Some basic rules apply:

- *Physical Escalation has to be smooth and the built up steadily. If possible, avoid "grand gestures" like going for the cliché kiss at the end of the date*
- *You have to fractionate it—touching and then rolling off, then touching again*
- *Don't look at where you're touching, or linger with it*
- *Escalate discretely, away from people's prying eyes, because she doesn't want to be judged.*

Many of my Physical Escalation techniques rely on the classic hustle concept of "misdirection" that is also used by magicians and pick-pockets. You combine the touch with a verbal or physical distraction.

Here is the **10 Step Torero Physical Escalation Ladder** that you can use on every date when she's sitting next to you:

- 1. Incidental touches:** touch her lightly when moving through the venue, when making a point, when standing up to go to the bathroom, and when showing her something on your phone.
- 2. Hand size:** take her hand and compare it with yours to see how small it is. Joke that she's miniature or "fun size," that she could play the ukulele or be a chimney sweep.
- 3. Hand map:** hold her hand as you use it to represent a map that you draw on with your finger. I might show her where Wales is in the UK. You might show her parts of the city you are in.
- 4. Fake Palm Reading:** again, holding her hand, pretend to be a fortune teller and look at the lines on her palm. Be shocked at the past you see. Tell her she's going to meet a charismatic sexy [or other self-descriptor that obviously applies to you] man.
- 5. Rings / Jewellery:** examine her rings (or lack thereof). Ask her what her jewellery means. Ask her what happened to all her previous wedding rings from the husbands she murdered for their money. Look at her earrings.

6. Compare tans: roll up your sleeve and put your arm next to hers to compare tans. Ask her why she's so tanned or so pale. Accuse her of wearing fake tan, and try to rub it off her arm.

7. Tattoos: Check out her tattoos. If she's not got any, ask her what she'd get done... and where. Show her yours, if you've got any. Accuse her of having secret tattoos—maybe a tramp-stamp butterfly from Thailand when she got drunk.

8. Three Criteria: tell her there's three things you love in a girl. The first is good smelling hair. She'll automatically smell her own hair as you say this. Smell hers and say it's "not bad" with a grin. Tell her the second thing you like is a girl who doesn't wear too much makeup. Say that the test for this is that if she kisses your hand and there's a lipstick mark, she's wearing too much. Do the test. Finally, tell her you like a girl with a good taste in shoes. As you say this, hold her ankle and check out her shoes. Explain that a good taste in shoes means a good taste in underwear.

9. Ten Second Challenge: tell her she's always smiling and that you bet she can't keep a straight face for ten seconds. Hold both her hands, use the Tiger Eyes, and count very slowly and deeply to 10. Girls usually giggle at 3 or 4. Mock slap her, say "bad girl, try again" and repeat. Often this leads straight to a kiss.

10. Shoulder / neck massage: tell her she looks a bit tense from all her social media use and her swipes on Tinder. As you say this, gently squeeze her shoulder, or back of the neck. See how she responds. Is she floppy? Does she enjoy the massage and ask you to continue? If she's happy with your arm around her back, pull her in and go for the kiss.

These ten Physical Escalation moves are usually enough to get very touchy and build up towards the kiss. Remember that they must be fractionated and you must calibrate their use based on how she's responding. Feel free to miss some out if her buying temperature is already very high and she's ready to pull home.

Other physical hustle tools I use include:

- *Spinning her around to "take a look" at what she's wearing. Slap her ass as you get halfway, if she's in a flirty mood*

Tina (long black hair)

- 061/6550-7734 -

- *Pull her in to tell her something if the "music is too loud", or to whisper a secret to her*
- *High-five her, or pretend to high-five her then pull away at the last minute*
- *Tell her she's got something on her face, and pretend to remove it*
- *Tell her she's got something in her hair, and pretend to remove it*
- *Slap her hand if she says something naughty*
- *Pull her in as you ask "What is that nice smell?" Then say: "Oh, it's me!"*
- *Teach her the "London Handshake" as you do some pseudo rapper moves on her to prolong the touch*
- *Take her hand and bring it to your mouth as if you're going to kiss it, but instead turn it over and kiss your own hand instead.*

As a rule of thumb—if it's physical, silly, not mean-spirited, and worked whilst playing in kindergarten, it will work on a date with a girl. The vibe is light and flirty, not heavy and creepy.

As you move with her through the venue, you can touch her on the small of her back to guide her through. You can also put her arm on top of yours in a promenading position (tell her to *"try to behave like a lady"*) or you can lead her by taking her wrist or hand.

Notice that most of my Physical Escalation moves (which are pulls) are combined with gentle pushes—either verbal teases or physical jokes about what's happening.

► The Kiss

Knowing how and when to kiss a girl on a date causes most men as much anxiety as the initial cold approach or asking her back to his place.

On the first date you *have* to try to kiss her. Going for the kiss and getting turned down is much better than not going for it at all. Girls respect you trying, because you've made your intentions clear.

There's no secret move or magic trick to make the kiss happen. It should be a natural conclusion to the compliance she's shown to being seduced as a result of the Physical Escalation already described. It shouldn't come as a complete surprise to her, like you pouncing on her or waiting until you've walked her to her bus stop. It should instead be built up in such a smooth fashion that she knows and wants you to kiss her.

As I'm pulling her in to smell her – while whispering in her ear or giving her a quick neck massage – I'll leave my arm around her and see how "floppy" she is. I call this the Floppy Test. If she's happy to have her head on my shoulder and my arm around her, I'll just place my hand on the side of her face and pull her in gently for the kiss.

If she rebuffs the kiss, it's vital you don't sulk or get reactive. Smile and say to her:

"It's my job to try. It's your job to resist. I understand."

Turn and point to your cheek, tapping it and telling her to give you a *"small kiss to stop the tears."* Afterwards, blame her for being a bad kisser, or congratulate her for being a sheltered Christian girl.

Roll off for a while, then tell her:

"I'm just going to the bathroom, but when I come back I might well try to kiss you again."

Try for the Kiss Close at least three times. Be playfully persistent, not needy. Some girls need isolation to kiss you because of cultural fears about people watching. Girls from the former Soviet Union, for example, like testing you to see if you'll keep trying or not. Some girls are just inexperienced and shy. If the girl is clearly enjoying herself, and not giving any indicators of disinterest, there's little risk in trying again later on.

When you do kiss her, don't jump her bones and make out like a horny teenager. Be the first to pull away and flip-the-script by telling her she's got a *"one track mind"* and that she's *"corrupting"* you.

Too much kissing in the venue can pop the seduction bubble, trigger her ASD and then token LMR. She might go home from the first date and never contact you again.

Once you've kissed her, finish your drinks and bounce to your place or hers. The seduction is coming to a close and the window of opportunity is closing. You need some privacy to pull the trigger.



After the kiss, you will have the single biggest piece of information to inform your calibration decision about pulling the trigger that evening.

► Seeding The Bounce

By the time you've kissed her (or at least tried to) you should have Seeded The Bounce for taking her home. This is all about giving her plausible deniability to come back to your place or go to hers. It's not about lying to her, since women understand the subtext of going home with a guy.

Ask her what kind of movies she watches. Tell her that you play the guitar and can teach her. Mention you've got a shisha pipe from Morocco, or that your balcony is a cool place to see the city lights from. You plant the excuse so that, if and when she ever tells the story, sex would've *"just happened"* as opposed to her being a calculating party in the whole affair.

If you're thinking of going back to hers then find out who she lives with, how far away it is, and if she has her own room.

If she's not coming back to yours that night (she's already explained she can't for sure) then seed the next date, talking about what food you'll cook for her if she picks out a movie to watch or brings dessert / wine.

► Final Bounce Home

Walk out of the venue and tell her:

"Let's go for one more drink, I've got half a bottle of wine at mine, just for an hour or so since I've got to get up early tomorrow."

Tell her you'll show her the guitar / shisha / photos / film you seeded earlier. It's important you don't lie and say you're *"going to another bar"*, but sometimes I add in ridiculously implausible reasons like *"we're going to watch dolphins from my window"* or *"you can see my cat doing back-flips."*

Simultaneously and decisively hail a taxi or start walking in the direction of your place (which shouldn't be far from the second venue). Taking a long bus or metro ride with her is not ideal for seduction, because the magical bubble bursts and all the good work you've done on the date dissipates. Trying to Vacuum at this point can backfire too, since awkward silence can trigger her ASD worries.

Many girls have told me that they knew they're going to sleep with me as soon as they stepped into the taxi. It's the critical point when a girl makes up her mind, since she knows that being in isolation with you (at yours or hers) means sex.

If she's giving token LMR at this point (e.g. *"Oh, I'm not sure, I've got class in the morning."*) then lead with conviction and persist. Say *"I'll have you home to bed in a taxi by 12 at the latest, I promise."*

If she really can't come back that night, walk her to her taxi, train or bus. Lightly kiss her and tell her you'll see her next time.



Girls will never hold it against you that you're trying to sleep with them.

► Supermarket Sweep

If you're meeting a girl for a second date, or trying for an immediate home bounce on the first date because she seems like a Yes girl, or you've not got much time, try this supermarket hustle trick:

Arrange to meet her at a bus / metro station near yours, and turn up with a bag of shopping (whether you just bought it or raided the kitchen cupboard). Be sure to include a bottle of wine and some ice

cream. She'll most likely ask you why you've got shopping, as she might be expecting to be going for a drink. Tell her you've just been to the supermarket and you want to drop your items off at home before heading out for that drink.

Alternatively meet the girl at the designated spot empty-handed. Stop off at a supermarket on your way home and let her choose some wine and dessert... which will get her investing.

► Sex Escalation

Here's the **5-Step Sex Escalation Ladder** that I use when Pulling the Trigger:

1. *Lying on bed / sofa and heavy kissing*
2. *Putting your knee between her legs and applying pressure*
3. *Putting her hand on your dick over your jeans*
4. *Fingering her under her jeans / skirt / dress*
5. *Getting Your Dick Out (GYDO)*

Guys often worry far too much about first pulling off all her clothes or trying to play with her boobs, which only has the effect of triggering token LMR and delaying what you're actually trying to do. She'll pull her own clothes off (and yours) once her buying temperature is high enough and she's said the magic words *"Please tell me you have a condom!"*

As with any escalation, the rule is always to take two-steps-forward and one-step-back. The essence of calibration is knowing how far and how fast to take things. Don't run the steps in this ladder one after the other in strict sequence, but fractionate between them to not come across as too needy (unless she's escalating on you).

► Token LMR

As already mentioned, token LMR is normal and should be expected. There are obvious evolutionary reasons why a girl will test a potential sexual partner, especially when she's close to actually "doing it."

NB: Token LMR is totally different from a girl really not wanting to sleep with you. If a girl gives you a verbal "no" and physically wants to stop and leave, then of course that's what you need to let her do. My disclaimer is that readers should know the difference, and should proceed accordingly.

Typical token LMR phrases include an element of reticence rather than refusal. She might say things like:

- *"This is so fast."*
- *"I don't even know you."*
- *"I don't normally do this."*
- *"I should be at home studying."*
- *"I've got work tomorrow."*



Look at what she does as well as what she says. Is she still heavily making out with you? Is she initiating physical escalation when you take a break? Is she pressing herself onto you?

A Statement of Empathy is the surest way to overcome token LMR and her indecisive ASD niggles. Try saying like *"It's ok, I understand."* and then a temporary roll off.

Don't get moody or reactive. Just chill, watch a bit more of the movie, or go pour another drink. This short natural Vacuum often triggers her to chase once more when she feels your absence.

If you're getting pretty far, but you can feel the token LMR getting stronger, don't go past the point of no return where it becomes an obvious Frame battle and you come across as desperate. Consider whether it's better to call things a day and set up another date, or whether she can sleep over and you can escalate again in the morning.



The biggest covert "fuck me now" signal is when she pushes her crotch into you. The biggest overt signal is when she grabs your dick. If you get either of these, start pulling the trigger.

► Sex Education

"Sex isn't for the squeamish. Sex is an exchange of fluids, saliva, breath and smells, urine, semen, shit, sweat, microbes, bacteria. Or there is no sex. If it's just tenderness and ethereal spirituality, then it can never be more than a sterile parody of the real act"

Pedro Juan Gutierrez

She'll always stick around if you give her the best sex of her life. Finger her, go down on her, make her cum, show her new positions, and fuck in new locations. Give her the full spectrum of sexual colours—from slow sleepy morning spoon sex, to hard fast dirty fucking in a bar toilet. Pull her hair, pick her up, push her against the wall, use dirty talk and commands.

You're not doing this to please her but to keep her coming back for more. You're still leading, holding the Frame and dominating, but in a win-win way.

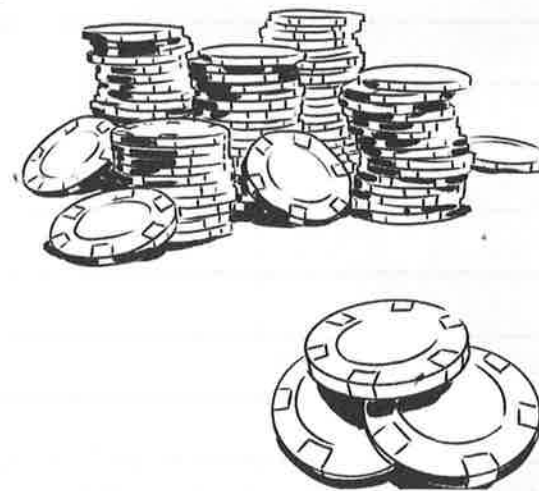
Guys who've only ever had long-term partners or a limited notch-count often have boring, bland, quick, vanilla sex. They follow the lights-off-missionary-position formula with scented candles and cheesy music on the stereo. Often they climax within minutes, then roll over and sleep.

Good sex comes down to dominance, variation, spontaneity and Spiking. Try some of these:

- Sex on the floor, in the shower, her on a table, or up against a wall
- Outdoor sex in a park after dark, on the beach, or in a car
- Surprise sex in a restaurant toilet (disabled toilets are ideal for this)
- Watching porn together as you have sex
- Her swallowing your cum, or having it all over her
- Trying anal sex with her
- Acting out both your fantasies (blindfolds, handcuffs etc.)

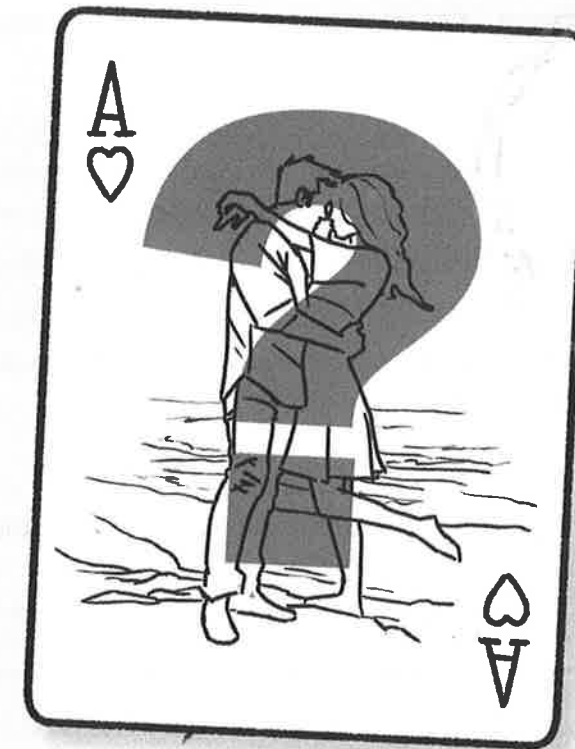
Personally, I don't like it or agree with it when a girl wants to dominate during sex. Natural Polarity is with the man in control. However, if she can cum easier when on top of you, then you shouldn't mind it as long as it's from the Frame of you allowing it.

If she's on her period then tell her *"it's fine, we'll put a towel on the bed."* Girls usually don't mind having sex on their periods, but feel embarrassed about it, so let her know you're cool with it. She might have a shower beforehand too. Some girls – especially those from strict religious backgrounds – still see period sex as a taboo, so they won't be up for it. Don't be so squeamish yourself, and try it for a very animalistic sensation.



+++ Lottie the Hottie
Thursday, 7pm, John's place

RELATIONSHIP HUSTLE



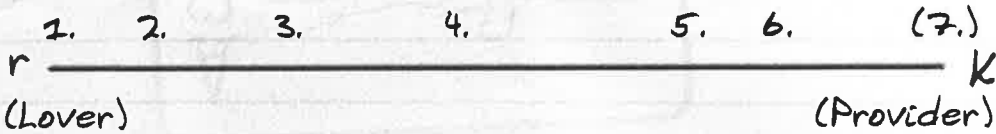
NB: Whether you should or shouldn't get into any kind of relationship, from a passionate fling to marriage, is not for me to advise or judge. The aim of this section, like this book, is to remind you to approach relationships from a place of strength, not weakness. They are not a shelter from the rules of the Sexual Marketplace. You're still going to have to hold the Frame and keep Male-Female Polarity (even more if you're entering into marriage). Always be the chooser, not the chosen.

► **Types of Relationship**

Once you've slept with a girl, the tables have turned and you're now almost fully in control for a period of time. You've got to make the call on what kind of relationship (if any) you want with her:

- 1. *No further relationship. It was just a Same Day Lay / Same Night Lay*
- 2. *A mini-relationship of a few days or weeks*
- 3. *An open relationship with casual sex whenever you both feel like it. A "harem" or "rotation" is a number of these simultaneously*
- 4. *A closed relationship where she's your girlfriend but where you still sleep with girls on the side*
- 5. *A closed relationship where she's your girlfriend and you're monogamous*
- 6. *Marriage / children.*

These six types of relationship can be visualised on a polygamous-to-monogamous r-selected-to-K-selected timeline:



An additional category (7) would include Sugar Daddy relationships where guys pay girls money and buy them things in return for dating and sex, plus explicit prostitution. Here it's the girl who's hustling the guy so I won't discuss it further. Readers should know by now why such relationships are not advised.

1) Same Day Lay (SDL) / Same Night Lay (SNL)

Passionate SDLs and drunken SNLs are fun and ideal for practising escalation and pulling-the-trigger. Every hustler should experience these in order to perfect his Frame control, leading and escalating.

SDLs are ideal if you're travelling and you're only in a city for a few days... or even hours. SNLs are good if Gutter Game is your only option because a city is poor for daygame. They present the perfect chance to

master the second type of hustle, in which the girl wants casual sex as much as you do.

Bear in mind that there's often a quality ceiling with girls you can regularly pull home from SDLs and SNLs. Sexually adventurous or party girls don't always make the most stable girlfriends. Data shows that they're not always the hottest girls, either, but don't let this stop you aiming high.



Every hustler has his "legendary story" of the hot 19-year-old virgin he SDL'd in two hours. There's a reason he always tells that one—even the best hustlers don't have many at that level of awesomeness.

2) Mini Relationships

These are like a microcosm of a normal closed relationship, but are time-limited because you're only in town for a few hours, days or weeks. You can have all the benefits of a whirlwind romance - hot sex, affection, and hanging out together - safe in the knowledge that that neither you nor her have time to form the mental patterns that make the inevitable break-up more difficult. You don't let yourself get Oneitis, and she doesn't have time to make a secure oxytocin-based attachment. The downside is once the girl slips away from you it is very hard to then demote her to casual sex.

3) Open Relationships

Casual sex with different girls sounds like nirvana to most guys because they only think of the upside. They don't realise that this happy situation requires a lot of effort to keep things in order, that things can fall apart and girls drop off, and that jealousy can easily rear its green-eyed ugly head.

The most important thing to understand about any non-monogamous relationship is that it is inherently unstable. The girl's agenda will always re-assert itself eventually, towards monogamy and commitment, so the hustler is always living (or fucking) on borrowed time.

You might become overly attached to one girl who vanishes into thin air. A girl might become overly attached to you, making things messy with clinginess and jealousy.

If one of your girls is bisexual then this opens things up to the possibility of threesomes, foursomes and other new adventures. Maybe one of your girls is into swinging or BDSM. Perhaps you go to fetish clubs or lesbian bars to pick up girls together. While such things are frequently trumpeted on the internet, bear in mind the extreme amount of ego involved. The very few girls who are into these sorts of adventures are usually damaged goods, but – this said – every hustler needs adventure, so if the opportunity presents itself... take it! Just don't go thinking that your Game is tight enough to get any girl into this space.

Having more than one girl in your life, and multiple sources of affection, stops you feeling needy and inflating the value of girls. It gets you out of scarcity and stops you obsessing about any one girl. I've found that having more than 3 girls in your "harem" at any one time in the same location is enough. If you're sleeping with each girl once a week, it leaves almost no time or energy for going out and meeting new girls.

If you feel like one of the girls is getting attached to you, or getting the wrong idea about what kind of relationship it is, it's your responsibility to give her "The Talk" as follows:

"Listen, I just wanted to make sure we're on the same page. You're a really fun, sexy girl and I love hanging out with you once or twice every week. I just want you to know that I'm not looking for anything serious right now, and that I'm cool with just keeping things open. I was wondering what you thought about all this..."



Most players lose interest in having a regular rotation, because once the ego buzz wears off it can become energy-sapping and boring.

4) Closed Relationship with Partners on the Side

If you see a girl three times a week, she's your girlfriend. It doesn't matter what you say to her or what she agrees to—she's your girlfriend. Biology takes over. Even though, there's a drive to have more casual partners on the side.

Many guys (both hustlers and not) choose this type of relationship but don't admit it to the girl. Having partners on the side is far more common than society would like us to believe, with both guys and girls cheating because of our less-than-monogamous human natures.

The idea of having one or more lovers is partially accepted in many cultures including France and Russia. In most other countries it is known about but is swept under the carpet. The benefits of such a relationship are that you get the stability and affection with one main girl, but get to have your cake and eat it fulfilling your polygamous desires with other girls.

In reality, cheating usually implodes a relationship because anger, resentment, jealousy, and confusion mean one or both parties grow tired of the charade. Then the affection bond between you and the girl comes unstuck.



Do not "rub her nose in it". Many a girl will accept you sleeping around for a while if she believes she's your main girl and you don't give her details of the other girls.

5) Closed Relationship That Is Monogamous

Having a steady girlfriend that you remain "faithful" to triggers strong feelings of initial affection. No longer are you out hunting for new notches, and such strong warm feelings are nature's way of getting a guy to "settle down" and raise kids.

The difficulties with such relationships should be clear. Men usually become more interested in the female affection (cuddling, walks in the park, being taken care of) and let the sexual aspect of the relationship

slide as sex with the same girl becomes predictable and monotonous. His previously alpha-like Bad Boy traits become softer Nice Guy beta behaviours as he loses the Frame. In turn, the girl loses attraction.

Couples break up because of this boredom and the underlying fact that the end goals of the male and female hustle are different. When these relationships do break up, one person is usually badly burnt. Often it's the guy because he becomes clingy, needy and totally lacking in other options. In contrast, girls usually have other potential male partners waiting in the wings, therefore:

Women usually choose when the relationship begins, and when it ends.

My usual advice to guys in their late teens and early twenties is to not indulge in monogamous dating before they've learnt the underlying principles of solid Game via multiple sexual partners. Only then can they consider if monogamy is right for them, once they've really learnt to hold the Frame.



The biggest difference between an active player and one settled in a monogamous relationship is that the former is constantly working to remain sexually relevant whereas the latter tends to let his SMV slide.

6) Marriage / Children

In the western world around 50% of marriages end in divorce, with 80% of those divorces initiated by the wife. Courts favour children remaining with their mothers, and fathers are expected to pay child support after a break up... as well as possibly losing a share of their personal finances to their ex-wives as ongoing alimony.

Knowing all these facts (and that human males are not strictly monogamous) makes marriage a very risky proposition for men, both financially and emotionally.



A woman's Dual Mating Strategy means that - once she's had babies and established financial security - the incentive to stay with her husband diminishes. Combined with the man's possible extra-marital sex life, this is a potent recipe for breakups.

Unless you have strong religious beliefs, the only real reason to get married in today's world would be for the sake of children you have together; to create a tight family bond as a safe healthy environment for the children to grow up in.

If you're going to marry a girl, make sure she's going to work symbiotically with you to raise a family. She should agree with Male-Female Polarity and understand that her Frame has to sit within yours. Take time to pick the right girl, because it's a huge decision to exchange your bachelor freedom for continual commitment.

A good rule of thumb for a guy is to not get married and have kids before the age of 35. First load up on lots of sexual experiences with multiple partners. Learn what you like and don't like in girlfriends, and remember that your male SMV peaks in your mid-30s, so don't cash in your chips too soon. The consequences of settling down are too big to be taken lightly.



Sleeping around in your youth isn't just fun; it's also an inoculation against the common regret that married men feel at having left the field without having really played.

► The Chemicals of Lust & Love

Don't underestimate the power of hormones on your mental and physical health. All the millions of love songs, poems, statues and stories testify to the fact that "falling in and out of love" are two of the strongest emotions that humans can feel.

Male-female bonding starts as horniness. The lust we feel for hot girls is triggered by our testosterone, and is made up of the hormones adrenaline, serotonin and dopamine (which is similar in its effects



0411135916 Charlotte

to cocaine). This explains the thrill of the chase, the excitement of the seduction, and the euphoria of passionate sex. These feelings can be very addictive, which explains why some guys remain perpetual players.

Once you're dating a girl and getting into something monogamous, this lustful energy gets replaced by feelings of comfort and connection realised through cosiness and cuddles. This warm fuzzy feeling of "falling in love" is driven by the bonding hormone called oxytocin.

Whether it's dopamine or oxytocin doing the driving, all stages of the mating dance are driven by forms of addiction. As the movie *Alfie* notes about girls, "If they don't get you one way, they'll get you another."

Understanding what's behind lust and love explains why it's so important to be sexual with a girl before jumping into commitment. Beta Nice Guys try to do the opposite by beginning with affection.

The fact that feelings are hormonal is also a big hint that they are only temporary—just long enough for you to sire and raise children.

► Human Monogamy?

Monogamy (one partner for life) is rare in mammals. Out of around 5,000 species, only 3% to 5% of those species form lifelong pair bonds. This select group includes beavers, otters, wolves, some bats, and a few hoofed animals. And in some cases they are merely cohabiting rather than being sexually monogamous. Genetically, humans are most closely related to chimps and bonobos—two of the least monogamous species on the planet.

Monogamy is costly to a male since it limits his ability to spread his DNA. And placing his entire reproductive investment on the fitness of just one female is biologically risky—even though this is necessary for a few years to raise children.

60% of men, and more than 45% of women, will cheat at some point in a marriage.

More realistic would be to say that humans are "monogamish" in that we pair-bond long enough to have children. After a few years, the oxytocin levels drop along with the associated pair bonding. Relationships then split up as people look for other partners.

Much of the confusion and guilt in the modern man is caused by believing we are monogamous, and then freaking out when we frequently don't feel monogamous at all.

► The Golden Rule of Relationships

"She has to need you more than you need her."

Frame is as important in a relationship as it is in a seduction. From SDLs to marriage, she has to need you more than you need her (even if only by a marginal amount) in order to keep the correct Frame dynamic in play. She should be calling you more than you call her. She should be asking to meet more than you ask her. She should perceive your SMV to be higher than hers. She should be sitting inside your Frame (your reality).

Give her the opportunity to miss you through Vacuums, both of time and space. Don't let her move in unless you're married. Don't always be at her beck and call. Keep her at bay by keeping your friends and hobbies, and always have a higher purpose than her.

The woman has to know that the man is willing to walk from any type of relationship. Even if he's not seeing other girls, she needs to know that he's capable of it. Keep your Street Hustler skills sharp by openly teasing and flirting with other girls in front of her in what is known as "Dread Game." It's your only trump card.

Once a man breaks this rule and needs her more than she needs him, the Male-Female Polarity vanishes as he becomes needy and supplicating. He quickly slides from alpha to beta, from lover to provider. Once the correct Frame is gone, it's very hard to get it back.

Keeping Frame with a girl after having sex is usually much easier than before you did the deed, because now you hold the trump cards. But beware that she may have infinite energy to chip away at your Frame to wear you down, gain control, and implement her agenda.

Every relationship is uneven, and you should be able to accurately guess the dynamic of any couple's relationship within seconds of watching how they interact. The perfect relationship is one in which the girl *loves* the guy while the guy *likes* the girl.

► Public Displays of Affection (PDA)

Next time you're out, look out for couples who are holding hands, wrapping arms around each other, kissing, and so on. Ask yourself this question—who is initiating the contact, the guy or the girl? Who's walking a few paces in front, him or her? Which one looks the neediest?

The answer to these questions should make you think of the Golden Rule of Relationships. Public Displays of Affection (PDAs) are an evolved strategy to signal "ownership" to other potential males who are looking to poach a mate. When you initiate the PDAs, you're signalling that you are worried about losing your girl. You're also signalling low male SMV to other females around you.

When she initiates the PDAs, she's signalling that you've got high male SMV. By playfully pushing her away or resisting her kisses, you can drive her mad in a good way. You want to trigger playful indignation, which she'll secretly love if other people see it.

You can sometimes do a PDA when you see she needs comfort, but keep it very subtle. I prefer to just squeeze her hand a little, or give her a light shoulder-bump and a smile. It should be imperceptible to anyone not keenly observing you. This allows you to deliver comfort without signalling mate-guarding.



The correct vibe is to reluctantly accept her PDAs with a tongue-in-cheek grumpiness or exasperation.

► Player Vibes

A solid Street Hustler should be giving off the player vibe rather than the potential boyfriend vibe. A girl should pick up on this from the way you approached her, the way you tease her, your sexual energy, your texting, and your escalation. Even your fashion and your walk should signal to her that you're a lover, not a provider.

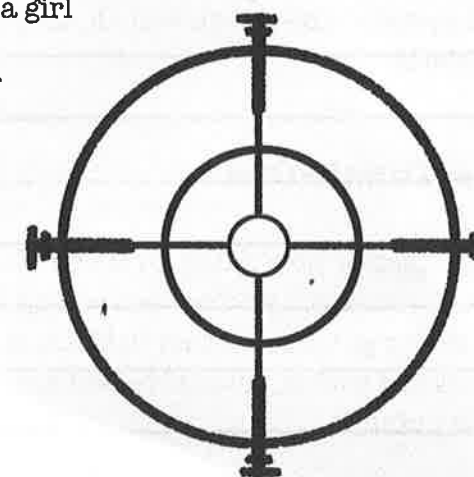
In SDLs and open relationships, the girl should implicitly understand that you're not looking to be her boyfriend. If she starts seeing you as a boyfriend material, then it's critical that you give her The Talk that I mentioned earlier.

You should take responsibility for how any type of relationship unfolds. You have to decide what you want, and you have to be the one to set the Frame. You have to communicate this to the girl, and – if necessary – end things before they go too far.



It's possible to move a girl from sex to intimacy, but not from intimacy back to casual sex.

After having initially accepted being in an open relationship with you, it's normal for a girl to gradually try to close it. She might move clothes, objects, or even herself into your apartment. It's your job to monitor this situation and apply the brakes earlier rather than later. Once you're in the boyfriend box, you can't go back to being the lover.



► Treat Them Mean to Keep Them Keen?

A phrase like this sounds highly controversial, but we have to look at why there's truth to it. Remember that one of the fundamentals of Game is that *"attraction is created in the playful push."* She gets more attracted to you when she chases, and when you knock her off her pedestal with teasing, challenging and Vacuums.



"Rude", "Jerk" and "Asshole" do not mean what the dictionary tells you. They are actually girl words that all mean the same thing: "I want a greater degree of intimacy than he is willing to give."

As such, *"treating her mean"* translates as not being needy and clingy around her. It comes back to the Golden Rule of Relationships. She should be the one qualifying to you. She should be the one doing things for you. Girls love it when they work to get a guy's attention and affection. They really don't want to hold the Frame. When they snatch the Frame from you, they're secretly longing for you to take it back.

Bad Boys simply do the push-away by accident. They don't pander to her every need, they don't smother her with affection, they're unpredictable, often vanish, they lead and escalate when they feel like it.

► Break-Ups

No matter how many girls you've dated and slept with, breaking things off with a girl you've been seeing for a while is always hard. Even if you've got lots of other options, it still stings when things come to an end with a girl you've had a connection with. The loss of oxytocin is painful.

My break-up tips are as follows:

- *You have to be the one to end it first, not her*

- *Try to do it face-to-face if you've been together for a while, not via text or by just doing a runner*
- *Remain calm and let her say her part, but then split*
- *You need to make it a clean break, which is easier to cope with for you and her. Cut communication completely for at least a year. Let the wounds heal*
- *You have to get out of the house and generate leads again. Start socialising, daygaming and dating as soon as possible so you don't sink into despair (the movie "Swingers" illustrates this well)*
- *It's vital that you go get female affection from other sources as quickly as possible, and any female energy is fine—from your mum, your sister, or your nieces*
- *Write a list of the reasons why you broke up with her (e.g. freedom of time or resources, or new sexual partners) and refer to it when feeling sentimental.*

Once you've broken up, don't see her again for casual sex. Don't keep checking her social media or inserting yourself into her life. For her sake and yours, move on.

Girls are resilient to break-ups. They will cry a river for three weeks, then suddenly move on having purged their attachment feelings. You'll often be surprised by how cold they are to you later.

► Red Flags

If you're only going to sleep with a girl once, don't worry about looking deeper into her past or current behaviours. If you're considering keeping her around as a friend-with-benefits, or (even more importantly) as a longer-term girlfriend, it's imperative that you look for the following Red Flags.

- *Has she had a large number of sexual partners in the past?*
- *Is she overly focused on her career and being an "independent woman?"*
- *Is she competitive with you?*
- *Does she disappear from time to time?*

- *Did she have a troubled upbringing, possibly without a father?*
- *Does she flake / cancel dates / turn up late?*
- *Does she ask to borrow money?*
- *Does she want you to buy her things / take her to posh venues?*
- *Is she a huge party girl?*
- *Is she fixated with her popularity on social media?*
- *Does she have hundreds of guys liking / following her online?*
- *Are her moods massively volatile?*
- *Does she have significant credit card or student loan debt?*
- *Does she take prescription medication for mental issues?*
- *Does she have the You-Only-Live-Once (YOLO) approach to risk-taking hedonism?*

That's why I tell guys to get notches under their belts, play the field, and date lots of different types of girls. Don't rush into a monogamous relationship. It's essential that you can tell the difference between stable, feminine girls (who are potential girlfriend material) and "psycho bitches" who are addicted to Frame battles.

I follow this rule: *if bad behaviour happens once, it might have been an accident. Twice and it's a problem. Three times and she's out.* Have boundaries and stick to them.

► Retiring from The Game?

It always makes me smile when a guy gets a girlfriend or a wife and tells me he's "*no longer in the Game*." What he probably means is that he's no longer actively cold approaching and trying to pick up new girls.

What he doesn't realise is that nobody can ever "leave" Game. There is no shelter from the SMP until the day you become totally disinterested in girls and social dynamics. Pickup is just the outward manifestation of the core principles of inter-gender dynamics. It's impossible to

complete or retire from the Game, because "Game" is the definition of biological life itself: how males and females interact on Earth.

If you're entering into a potentially monogamous relationship, then the Game has simply entered a new phase. You've now got to be ultra-aware of the principles of Sexual Economics. Who's wearing the trousers? Which one needs the other the most? Who can walk at any time? Who's cheating on who?

Many players enter a serious relationship in order to escape the pressures of continuously seducing new girls, since they know it's far easier to keep a girl than it is to catch one in the first place. But this easy options deprives them of their single most potent weapon—walking away.

Women have an "acquisition phase" after which they decide they want you. This involves being on their best behaviour to showcase their suitability as a long-term partner. The unsuspecting man will think the blowjobs, home-cooked meals, and agreeability will last forever. In fact, she's doing hormone-driven hustling without her full conscious awareness. So the man should realise that this is the *upper limit* of her good behaviour, not her default state.

Remember that this doesn't mean you have to actively hustle your partner like you would if you'd just met her through cold approach. It simply means can't take your eye off the ball or get complacent about your SMV.

Play or get played. Hustle or be hustled. That's the name of the Game.



PART 2 SUMMARY

In this section you learnt that:

- The Universal Blueprint has 3 phases: Attraction, Rapport and Seduction.
- The London Daygame Model (LDM) has 5 stages: Open, Stack, Vibe, Investment and Close.
- The Torero Text Model has 3 components: Feeler, Ping, Date Request.
- The Torero Date Model has 12 steps to seal the deal.
- There is a whole toolkit of techniques you can learn for daytime pickup, for texting, for the date, and for use in different kinds of relationships.

PART 3: 100 MOST COMMON QUESTIONS

A) Hustle Mindset Questions

1. *What are the key mindsets for being a good daygamer?*
2. *Do I need money / looks / fame to attract girls?*
3. *How do you stay motivated?*
4. *What's the best way to stop "giving a fuck?"*
5. *Can't I just be natural / be myself?*
6. *Is this all rather misogynistic / sexist?*
7. *Should I tell my friends and family about my Street Hustling?*
8. *Do I need to study theory? How long does it take to get good?*
9. *Is hustling to find a girlfriend different from doing it to get laid?*
10. *How does a guy's age affect his hustling ability?*
11. *I suffer from approach anxiety (AA). What's the best way of getting rid of it?*
12. *Are there too many people doing it? Won't girls "know what I'm doing?"*
13. *Will Game / pickup / taking action make me happy?*
14. *What does "vibe" really mean?*
15. *How do I know this stuff works? Am I too old / young / tall / short / fat / skinny / poor.*
16. *In a busy city, isn't Street Hustling "bothering" girls?*
17. *What is the ONE most important piece of Game advice you'd give?*
18. *I've read about the "r-K wilderness" between Lover and Provider. Can you explain it and how to escape it?*

B) Street Hustle Questions

19. What's the difference between daygame and night game?
20. How do you get back into it after taking a break?
21. How do I pick up a girl at my gym?
22. I run out of things to say. What do I do?
23. All these pickup theories and date models are too complex. I forget them in the moment, so what should I do?
24. How do you adapt the daygame stop to work in a mall?
25. How often do you (and other daygame coaches) get rejected?
26. What kind of compliment should I use? Is sexy too much?
27. Should I be "negging" her?
28. How do I transition from the opener into conversation?
29. What are your favourite assumptions to stack with?
30. How do I get her to invest?
31. How do I build a fast connection with a girl?
32. What happens if she says she has a boyfriend?
33. What do I do if a girl looks at me before I approach?
34. Do I need to make her laugh?
35. How can I get this one girl from my class / office, who I've liked for ages?
36. Can I use daygame at my college / university campus?
37. What nationality of girls is easiest to hustle?
38. How do you pick yourself back up after harsh blowouts?
39. How do I stop being social and become sexual?
40. How do you deal with the cock-block?
41. How do you approach a girl who is with her mother?
42. How do you approach a girl with a guy who doesn't look like her boyfriend?
43. What if my city is too hot / cold for daygame?
44. How does Street Hustling work in a small city / town?
45. How do you open a girl wearing headphones / texting / on the phone?
46. Should I ever open indirect?
47. Does taking her Facebook work for getting laid?

48. What are the signals for a Same Day Lay (SDL)?
49. What are the most common daygame sticking points?
50. Where are the best daygame spots in London / New York City?
51. Can I use daygame in bars and clubs?
52. Why are girls in their own countries so much harder to Game?
53. Does "doing Game" mean you can't use your authentic personality?
54. You are often critical of "self-development." What's wrong with it?
55. How do you set up threesomes and foursomes?
56. How come some guys are really good with girls without learning all this?
57. How do I hustle pretty girls who are working—waitresses, promo girls, etc.?
58. How does Street Hustling work on Asian girls and Muslim girls?
59. How does going on holiday to do Street Hustle work?
60. What are the best cities in the world for Street Hustling?
61. What tips do you have for daygaming with a wing?
62. How do I daygame solo?
63. What about daygame burn-out?
64. How do you go from being intermediate to advanced?
65. How do I get consistent results?

C) Text Hustle Questions

66. How long should you wait before sending her the first text?
67. Is online game (Tinder, Facebook, dating sites) threatening the effectiveness of daygame?
68. Why do girls flake over texts?

D) Date Hustle Questions

69. How can I be more "interesting" to girls?
70. What do I do if she's behaving like a spoilt "princess"?
71. Should I take her to dinner and / or pay for drinks?
72. She comes on the first date but then I don't see her again. Why?
73. How can I feel less awkward with sexual tension and escalating?
74. What do I do if I have bad logistics?
75. I keep getting token LMR on the bed. What can I do?

E) Relationship Hustle Questions

76. *What's the fairest way to end things with a girl you're seeing or dating?*
77. *How do I avoid Oneitis with a girl?*
78. *How do I "deep convert" a girl so that she falls in love with me?*
79. *How do I get my ex back?*
80. *How can I see multiple girls?*
81. *Is it wrong to date a girl who's already taken?*
82. *After sex, how do I keep her around / attracted?*
83. *Is having a girlfriend / getting married weak or "beta"?*
84. *I'm in a long term relationship and want to improve it. Any tips?*
85. *I'm a Christian guy waiting until I get married before having sex. Can I still use your daygame and dating structures?*

F) General Hustle Questions

86. *What's your opinion of online male rights forums?*
87. *I'm confused. Which pickup method / company / product / instructor should I follow?*
88. *Are you a sexaholic? How can guys avoid becoming one?*
89. *I get Friend Zoned a lot in my social circle. How can I escape?*
90. *How do I improve my social intelligence?*
91. *Can you be friends with a girl?*
92. *What male characters in films and TV are good to learn from?*
93. *Where in the world is "Pussy Paradise"?*
94. *How does being black / Indian / Asian change my Street Hustling?*
95. *How do I become a daygame coach?*
96. *Should I give up masturbating / porn?*
97. *I don't want to go out to "do daygame". Can't I just integrate it into my usual day-to-day life?*
98. *Is the player lifestyle sustainable? Will you "settle down"?*
99. *What advice would you give a teenage guy still in school?*
100. *What kind of training do you offer, and what type is the best?*

A) HUSTLE MINDSET QUESTIONS**1) What are the key mindsets for being a good daygamer?**

The most important "mindset" is the *will to win*. If you really want it, you'll find a way to power through the numerous obstacles. Everything else is a tier below, and may change depending on your personal circumstances.

These second tier mind-sets are listed in a more actionable form in the 10 Torero Commandments (page 300).

Solid "inner game" comes from repeated outer game action. Over time you can amass a collection of positive reference experiences that will address many of the psychological issues that guys have: depression, anxiety, procrastination, low self-esteem, and lack of confidence. You have to prove to your own brain that your negative thoughts are wrong.

All successful players are proactive. They form good habits, take risks, learn lessons from mistakes, and cultivate positivity.

Some guys add breathing, visualisation and affirmation techniques to boost their positive mindsets, but my personal therapy took the form of simply going out and cold-approaching. Remind yourself why Game Is a Trojan Horse (page 79).

One technique I do recommend for improving your action-orientated mind-set is to keep a daygame diary (electronic or handwritten) in which you write down all your successes, however small: how many approaches you made, how many weasels you tackled, what new scenarios you tried, what dates you went on, what frame tests you passed, and how you've been building your SMV.

2) Do I need money / looks / fame to attract girls?

This is perhaps the most common question I get asked by guys who've just found out about pickup.

Re-read the section on Sexual Economics (page 14) to look over the components of a guy's Sexual Market Value (i.e. what attracts girls to him).

Money, looks or fame can all work as openers to get girls interested. But the whole message of this book is that while these traits are useful, they're not essential and can be bypassed to get the same result.

I'm a good example of a guy with below-average looks and a below-average salary (for London) getting girls "way out of my league" using pick-up skills. I'm not saying that you can be a poor, scruffy slob, so see Game as A Trojan Horse (page 79) to improve all aspects of your life. Girls are a fantastic catalyst for this.

Your game must be built on some kind of real value; on some of your inherent traits that you can accentuate, build on, and draw attention to. My SMV section helps explain that girls are attracted to a wider range of traits than your probably think. I am tall, intelligent and creatively-minded, so my Game leverages these traits to allow me to outperform guys who have a more traditionally favourable set of strengths (e.g. money, looks, fame). Accentuating what I have is more effective than relying on my lower-than-average looks and salary.

All good hustlers have something that makes them special. Find out what your secret sauce is, and add it to the recipe described in this book.

3) How do you stay motivated?

I'm always puzzled when I get this question, because - for me - beautiful girls are my one big addiction, and this has inspired all the positive changes I've made. I've felt this desire for the female form from a young age, and if my father or grandfather are anything to go by, this "hobby" will continue into old age.

If I'm getting tired of one city for Street Hustling, I'll try another. Travelling to new places gives me a rush of excitement as I see all the hustling possibilities in front of me. I'll keep trying to raise the bar with the quality of girls I'm seducing, and the adventures I go on, which also helps to keep up the motivation. In the winter I'll take a hibernation break from Game, but that's only so I'm ready for the new season to come around and for pickup to begin again.

Remember, too, that whilst sleeping with beautiful girls is one of life's great pleasures, you have to balance this with enjoying what else life

has to offer—travelling, staying in shape, friends and family, fun times, taking risks. Just thinking about Game 24/7 can really wear a guy out and lead to hustle fatigue, so be sure to also work on other life goals and projects.

When you're new to the Game you'll probably become obsessed by it, and I recommend you take advantage of this hyper-motivation for as long as it lasts. Eventually the novelty will wear off, so you must find a balance with the rest of your life. I noted my balance above.

4) What's the best way to stop "giving a fuck?"

Cold approaching will toughen you up. You'll get used to going against social norms and taking risks, you'll embrace social pressure (page 103), and you'll embrace the rejections (page 83). Pickup will hold a mirror up to your insecurities so you can overcome them (page 79).

Becoming a Street Hustler unplugs you from the norms of society, and takes you out of your comfort zone. You'll become like an outlaw, a pirate, a nomad. Surrounding yourself with other guys who are players will help with this unplugging. Travel to boost your independence. Stop following mainstream media and groupthink. Work for yourself, if possible. Embrace the idea that life is short and that you have to grab it by the horns.

Live life on your terms. Realise that you either accept the situation you're in right now... or you work towards changing it. Take responsibility for your life. There's no conspiracy theory against you; just you against yourself. Learn to say "fuck it!" and take action, rather than worrying about what "might happen."

Change your media habits to speed this process along. Start reading books and watching movies that have main characters who also embody the "Zero Fucks Given" philosophy. See the list of hustle movies and music at the back of this book. Find the stuff you like, and absorb the ZFG ethos through osmosis.



Sonya (Birmingham)
Tuesday, 8.30pm

5) Can't I just be natural / be myself?

"Surely it's just talking to girls."

"It's a numbers game, you just get lucky."

"You just have to be 'authentic' and they will come."

"Game is a sham. It's really all about being 'congruent' and 'yourself.' I heard that drinking green tea and doing a meditation retreat helps."

Street Hustling is a *learnable* rather than innate skillset. And being learnable means that it can be evolved and improved over time.

Does a football coach tell his players "Just turn up on Saturday and be yourself," or does he have them train daily? Does a mountain-climbing guide hand you an ice axe and tell you to just be yourself?

Pickup is probably the only skill-set in the world where people believe the coaches who tell them "just be yourself." And they believe it because they so desperately *want* to believe it.

When learning any practical skillset, from shuffling cards to stealing a man's watch without him noticing, there are four phases:

- *Unconsciously Incompetent (you've never tried it, so you don't know you suck).*
- *Consciously Incompetent (you have a go, and realise it's hard).*
- *Consciously Competent (through practice you get good).*
- *Unconsciously Competent (you do the skill "naturally" on autopilot).*

Guys who preach "Natural Game" just want to skip the hard bit of learning the skill-set and jump to mastery. Or they want to sell that idea to guys who don't want to face the sting. Think of the "get rich quick" schemes or those "lose 4 pounds in a week" too-good-to-be-true claims.

The guys who look like they've always been good at getting girls will simply have had early reference experiences.

Any guy who suggests that you can't change, and can't learn to be better with girls, is no better than the creationists who are blinkered to the staggering evidence in favour of evolution. It's the same with game: your SMV is fluid, not set in stone. The "just be yourself" advice is so damaging because it denies the fact that you can become a better self.

6) Is this all rather misogynistic / sexist?

If you scoffed at this question, you are already making significant progress regarding Question 4). You're *stopping giving a fuck*.

Misogyny translates as a "hatred of women." I don't hate women, but I don't have to worship them either. Men shouldn't feel like they have to pander to political correctness and be ashamed of their natural desire to date and sleep with attractive women. And women should also feel liberated enough to embrace and act on their sexual desires.

Sexism translates as believing that one gender is better than the other. I don't think this. I believe that men and women should complement each other rather than compete to be exactly the same. Feminine women like masculine men, and this "evolved polarity magnetism" is normal and healthy. Masculine men, like me, like feminine women.

Remember that it takes two to tango; the hustle works both ways. Both men and women are trying to optimise their sexual strategies, and neither side should be blamed for wanting to succeed.

My major pastime is having consensual sex with attractive feminine women. So much so that I've made it my career to teach other guys how to do the same. Girls usually giggle when I say *"If that makes me a bad man, then so be it."*

7) Should I tell my friends and family about my Street Hustling?

It all comes down to the way you frame it for them. All females, plus men who've settled down, will have a natural suspicion about pickup since it goes against their basic beliefs and agenda. The idea that there are alpha guys running around having the time of their lives doesn't fit social expectations, so you have to introduce the idea gradually.

Friends and family should already have realised that there have been positive changes in your life. You should be more confident, more energised, better dressed, and in better shape. And they may well ask you questions about your more active social life.

Tell them you've been pushing your boundaries and taking positive steps to be more social. Frame it as you dealing with your anxieties and low mood. Describe how you're doing social freedom exercises and practising charisma and improvisation skills. No one can argue when you say that you're trying to practise becoming more direct, honest and open with others.

While this sounds like a watered-down version of what you're actually doing (i.e. trying to get girls into bed), it's far easier for your friends and family to accept the self-improvement spin-off of that pursuit.

As long as pickup is turning you into a more proactive, positive, adventurous, and energetic guy then there's nothing wrong. Remember that friends and family like the way you already are, so they're naturally resistant to you changing. You've got to push yourself out of your comfort zone to stand on your own two feet.

When discussing Game with non-community people, avoid using the jargon that will often make them bristle. Most game terms have commonly-understood colloquial terms you can use instead.

8) Do I need to study theory? How long does it take to get good?

The Game is played infield—not by reading, watching videos, going on forums, or talking to your wing about it.

90% of your learning comes from actually *doing*—trying, failing, correcting, and trying again. 10% of your progress comes from checking you're not just blindly making the same infield mistakes over and over. Reading books like this one, getting coaching, watching other guys' infields online, and discussing tactics with other hustlers all serve to correct these mistakes.

Each guy comes to the Game from a different SMV starting point, but from the students I've taught, the average timeline is as follows:

- 0 – 200 approaches (0-6 months): *Beginner*
- 200 – 500 approaches (4-6 months): *Pre-Intermediate*
- 500 – 1000 approaches (6-12 months): *Intermediate*
- 1000 + approaches (12+ months): *Upper-Intermediate*

A typical Street Hustle schedule is to go out three times a week for two hours after work, doing 10 approaches each time. One longer session on the weekend (of 20 approaches) brings the total to 50 sets per week.

For example:

- *Monday, 6-8pm, 10 sets*
- *Wednesday, 6-8pm, 10 sets*
- *Friday, 6-8pm, 10 sets*
- *Sunday, 2-6pm, 20 sets*

While success rates depend on a guy's starting SMV, typical numbers I've seen with my students are:

Beginner:

Most numbers flake. One or two dates a month. One lay per 150+ sets.

Pre-Intermediate:

Three quarters of numbers flake. A handful of dates a month. One lay per 100+ sets.

Intermediate:

Two thirds of numbers flake. Three or four dates a month. One lay per 70-100 sets.

Upper-Intermediate:

Half of numbers flake. A date a week. One lay per 50-70 sets.

NB: Remember that these estimates depend on your baseline SMV relative to the girl's, so use the girl as your mirror. It may be a case of just being patient and grinding out the sets, but you can't just fire off hundreds of sets. So if your results don't correspond with my timetable then it might be time take a second opinion to identify the problem.

9) Is hustling to find a girlfriend different from doing it just to get laid?

Asking this question exposes a fundamental misunderstanding of how the Game is played. It is coming from a scarcity mind-set where the guy is displaying neediness trying to “find” a girlfriend—usually to meet a need for affection. But the sex has to come before the relationship, because you can go from Bad Boy lover to Good Guy boyfriend much easier than the other way around.

The point of getting successes under your belt is to learn the fundamentals of Game. You have to learn the hustle before you can decide if any one girl is cool enough to date. If you are on a date with a girl who you are seriously considering for a relationship, it can be counter-productive to push too hard for a Same Day Lay (SDL), but you should certainly be having sex within three dates.

Getting a girlfriend has to come from a position of abundance, not scarcity. You have to become the chooser, not the chosen. So all hustling is done with the express purpose of getting laid and gaining experience. Making any one girl your girlfriend is a decision that should come much later.

10) How does a guy's age affect his hustling ability?

“You're only as old as the girls you are sleeping with.”

Look back at the different elements of a guy's SMV, and remember the Male SMV Timeline (page 23).

A guy's hustling potential peaks between 30 and 40 years of age, when all the components of his SMV should come together. But the peak lover potential can come later, and I've taught guys in their late 40s who have maintained their value (through gym, diet, style) so as to still successfully daygame girls aged in their early 20s.

One danger of hustling in your 30s (and older) is coming across as too much of a provider... which turns girls into gold diggers. It's important that you look well-groomed and sharp, but not too sharp. Avoid flashing your status symbols (job, apartment, car, watch) before

you've slept with the girl. You need to be sure she's attracted to you, and not just to your resources.

Older guys often colour their hair, or shave it off if they're going bald. They may well keep a Viagra or Cialis tablet in their wallet, just in case. Fashion and style will be tailored to their age, therefore more “Rat Pack” than “rock star.”

For guys under the age of 25, it is important to remember that it's all about building your SMV and adding weight to your character. Distance yourself from the bratty teenager and stoner student stereotypes as quickly as possible. Try some of these:

- *Go backpacking. Use hostels. Trek. Get into the wild. Hitchhike alone.*
- *Build healthy habits as early as you can—gym, diet, work ethic.*
- *Do public speaking, debating, comedy, improvisation. Teach others.*
- *Start an online blog / vlog / e-commerce business based on your interests.*
- *Experience hedonism—party hard, socialise, live it up.*
- *Read and watch classic Hustle books and films (see page 302).*

11) I suffer from approach anxiety (AA). What's the best way of getting rid of it?

This question is incorrectly framed. It should be “What is the best way to *manage* approach anxiety?”

AA is a normal, healthy, hard-wired response which has evolved to protect you. Accept it for what it is, and that it will never fully go away. The only “cure” is temporary desensitisation through repeated cold-approaching. Psychologists call this “exposure therapy,” which is used to treat anxiety disorders.

At the start of each Street Hustle session, you have to jump into the first approach as quickly as possible, remembering the Torero mantra “*the first one's the first one.*” If a full LDM-style approach is too much for your first set, warm up your social muscles by chatting to shop

staff, bantering with someone on the bus, or just giving "Hit & Run" compliments to strangers.

Be strict on yourself with the 3-Second Rule, and approach a girl as soon as you've spotted her, to stop the weasels surfacing. The longer you linger, the larger the AA will be, leading to analysis paralysis. Stick to a fixed number of approaches in a fixed amount of time. I recommend 10 approaches in 2 hours.

Know which route you're going to take during your daygame, so you're not wasting time by blindly walking around or taking too many coffee pit-stops. A coach or a wing almost halves the amount of AA you'll feel when you're first hustling—so as a beginner you are encouraged not to go it alone to get started.

12) Are there too many people doing it? Won't girls "know what I'm doing?"

Many men read about the Game, watch infield videos online, and attended seminars. But the number of guys actually doing Game is very, very small. Add to this the high turnover and burnout rate (few people remain in the community for more than a couple of months) and it's clear that Street Hustling will never be "too popular."

In statistical terms:

On the streets of London (the most popular Street Hustle city) there are perhaps a maximum of 20 guys doing it at peak times. Considering London has around 4 million males, that's 0.0000050% of the male population daygaming at any one time. Compare this with the estimate that 20% of guys in a nightclub are actively hitting on girls.

As long as you're not being a daygame robot, and saying exactly the same thing in the same way over and over again, then you shouldn't be mistaken for another daygamer. Even if she's already been approached earlier in the day, it's fine. If she tells you that "*another guy did the same kind of thing to me last week*," just reply to this Frame Test with an Agree & Amplify statement like "*I know, it's hard to be beautiful, I get stopped a lot too. Anyway...*" and then Stack forwards.



Guys worry that it's something cult-like that can "never be revealed," like the secrets of the Magic Circle. But chatting up girls is one of the most biologically natural and healthy things a man can do. Own what you do, and be proud that you're a hustler. It's written in your DNA.

13) Will Game / pickup / taking action make me happy?

Nothing has the ability to solve all your problems and put you in a permanent good mood; it's not how human psychology works. We all have peaks and troughs in life, and it's often the hard times that teach the most meaning. I don't chase happiness as a distinct destination, and - as clichéd as it sounds - I do get a great deal of satisfaction from "the journey not the destination."

See pickup as a skillset, much like playing tennis or the guitar. None of these pursuits will provide instant or eternal happiness, but they are all very satisfying pastimes. Dating and sleeping with younger hotter girls will give you many exciting and memorable moments, but is not a panacea for all your problems.

Take time to pursue other activities that that give you meaning. Realise that the evolved win-win strategy of altruism leads to a lot more pleasure and positivity than the win-lose tactics of simply taking, so strike a healthy balance by not neglecting your family, your friends and your health.

14) What does "vibe" really mean?

The enigmatic word "vibe" is used a lot by pickup artists, but is often not clearly defined.

Your vibe is the underlying energy that you bring to an interaction. It's the lens through which you project your hustle. Refer back to



the description of Positivity Vibes (page 71) to see how to cultivate a good vibe.

Practically, it's more useful to think of what good vibe isn't. It isn't serious, logical, boring, predictable, intense, angry, depressive, stressed and tense.

Beginners can't rely on good vibe to hook girls. There's an element of fake-it-till-you-make-it as you push yourself to be positive about pickup. With positive results over time you'll naturally become more sure of what you're doing, confident in your abilities, and relaxed in your cold approaches. This will give you a light-hearted playful vibe, which women will be able to sense immediately.

15) How do I know this stuff works? Am I too old / young / tall / short / fat / skinny / poor?

We are our own worst enemies, finding any reasons to stay in our comfort zones instead of cold-approaching. These limiting beliefs can lead to a victim mentality that leaves us imprisoned by inaction. It's essential to snap out of this road-to-nowhere sulking, and instead to take responsibility for testing your *"it won't work for me because..."* theories infield.

Make a list of the limiting beliefs and other weasels that are stopping you from taking action. Is it your race? Is it your height? Is it your hairline? It's really important to identify what thoughts are occupying your mind, so you can do something about them.

In the last five years of teaching daygame around the world, I've taught guys from ages 17 to 67. They've been tall, short, fat, skinny, rich, poor, white, black, Indian, Asian. All have learnt the LDM and have made progress with it.

Remember the saying *"If you think you are, you are."* We create our own reality from the beliefs we hold about the world. Go out and test those beliefs rather than being blinkered about what is possible.

16) In a busy city, isn't Street Hustling "bothering" girls?

"She looks busy" and *"I'm bothering her"* are two very common cold approach weasels. The more polite the guy, the more he worries about how others are feeling, and the classic Nice Guy frets constantly about how others perceive his actions.

Some things are your responsibility and some things are not, so learn not to worry about other people's reactions.

In reality, the reason people look "busy" in big cities like London and New York is that they're scurrying around just like everyone else, usually only inside their own heads and often very lonely. They may well have a hard prickly exterior, but inside they're craving connection and human warmth.

It is true that girls don't want to be bothered by pickpockets, beggars, charity sign-ups, or pushy salesmen offering cheap haircuts. Neither do they like being stopped by weak men who are hiding their intentions and are apologetic for what they're doing. An attractive girl will always like being approached seductively by an alpha male.

By opening a girl, you are giving her a choice she wouldn't otherwise have, and most people like knowing that they have that choice.

It's normal for most girls to give some token resistance when being cold-approached. She'll test you with lines like *"I'm on my way to work"* or *"I've got to get going."* See the section on Persistence (page 143) to deal with this.

17) What is the ONE most important piece of Game advice you'd give?

There are a million pieces of advice for a million different situations and starting points, but the one thing I say to every student I've coached is:

"Don't hide your dick!"

In practical terms, that translates as: go over and tell a girl you find her attractive, don't pretend to be her friend, and don't be ashamed



Adelle
27.5.2016

about your normal, healthy masculine desires. Lead and escalate. Hold the Frame. Let her know verbally and physically that you like her more than platonically. Accept that not all girls will go for it, so you've got to find the ones who will.

If any guy simply spoke to a lot more girls with this piece of advice in mind, his results with women would increase almost immediately.

18) I've read about the "r-K wilderness" between Lover and Provider. Can you explain it, and how to escape it?

When guys get into pickup, they're most likely leaning towards the "provider" end of the spectrum. The aim of Street Hustling is to learn to reposition yourself at the "lover" end of the spectrum, but it can take years rather than months to get there.

Years of putting into practise the LDM (page 50) by executing the Universal Blueprint (page 46) will see you move slowly but surely from social to sexual, attraction to arousal. In the meantime, girls will sense you're not just an average beta Joe but you're not yet pushing all their alpha-stimulant buttons. Many interactions that start off well will fizzle out, and this frustrating plateau period is what is known as the "r-K wilderness."

Escaping this period is a case of keeping your head down and hustling hard. Swing as far as you can from the Nice Guy provider end of the spectrum until you've internalised the principles and can dial it down. Try for SDLs using the Burn Your Boats Mission (page 135). Don't get into monogamous relationships until you've tasted sexual freedom. Get to the stage where girls are calling you a "player" or a "womaniser" and are cheating on their boyfriends with you. Then you know you've hit r-territory.

Only once you've got this experience under your belt can you swing back to a more balanced position of being the Nice Bad Boy. Look back at the earlier section on Lovers vs. Providers (page 30). Remember that it's not always binary, and there is a spectrum between the two extreme positions.



B) STREET HUSTLE QUESTIONS

19) What's the difference between daygame and night game?

Night game focuses on picking up girls in bars and clubs, most likely in the evening between the hours of 9pm and 3am. There's alcohol, loud music, and girls in groups with lots of other guys trying to hit on them. "Daygame," on the other hand, means picking up girls in all other environments - on the street, in coffee shops, stores, malls, stations, and parks - at any time of the day (including the nighttime if you're doing Gutter Game).

If night game is like the big-stage Las Vegas illusion shows, then daygame is like a close-up magic show. The former needs explosions and razzle-dazzle, the latter just a fast pair of hands.

Both are learnable skillsets suited to different personality types. Night game attracts younger, more extroverted showmen. Daygame appeals to the more introverted, solo deep-thinkers of all ages.

I've never met a pickup artist who has mastered both the day game and the night game, so you will want to play to your strengths and pick just one game to play. Remember that Daygame Is Dirty (page 81), and don't be fooled into thinking that the "good girls can be found during the day and the bad ones in the clubs at night."

20) How do you get back into it after taking a break?

The more daygame you've done in the past; the more muscle memory you'll have for it. But after any period of hibernation you're going to be rusty, so accept the inevitable anxiety and get back to basics by:

- *Finding a wing to hit the streets with again.*
- *Coming up with an approach schedule.*
- *Warming up your social muscles by chatting to shop and cafe staff.*
- *Giving Hit-And-Run compliments to standing or slow-moving girls.*
- *Expecting the first few days of hustling to be less than perfect.*



It's just the same as getting back into fitness after letting yourself go a little. You have to build things back up bit-by-bit. You'll soon build momentum and become desensitized. Set yourself realistic goals so that you don't get disappointed.

21) How do I pick up a girl at my gym?

It's better not to "crap on your own doorstep" by picking up girls at your college, university or workplace. There are thousands of girls out there for you to cold-approach without feeling awkward. You don't want to be *"that guy"* in the gym who direct-approaches all the hotties and lacks social intelligence. These are the times to open indirect rather than direct, as under-the-radar as you can, with an easy opener such as:

*"You don't know what time this place closes do you?
I'm scared of the dark ;)"*

This tests the water to see how she takes it. If the chit-chat is going well, remember to transition out of comfort by Spiking things up with some flirty teasing and Statements of Intent (SOI, page 112). Playfully accuse her of being in the gym just to take selfies, or to cause other guys injuries by being too distracting.

This kind of hustling requires far more calibration to her Indicators of Interest (IOIs) and Indicators of Disinterest (IODs) because - unlike with cold approach - you may well see her again and you won't want to feel awkward.

22) I run out of things to say. What do I do?

As a beginner, you can't rely on spontaneous free-styling. As you approach her, compliment her, and begin the stack, your body will be flooded with adrenaline causing your mind to freeze and go blank. So it's essential that you have "something you prepared earlier" to say. Memorise two or three set Stacks with universal accusatory observations that you can use to save yourself from descending into the Questions of Doom.

Learn the Launchpad phrases (page 116) that will help you take the topic she gives and move into Vibing. Also learn a handful of Spikes that you can pull out of your pocket at any time during the interaction. There are plenty to choose from (page 299). Be ready with set answers to the most common Frame Test questions and objections she's going to give you (page 297).

There's really no excuse not to do some basic learning like you did when learning to ride a bike. And you can think of your set-piece responses as your training wheels, to be discarded as soon as you are comfortable with the LDM.

For further practice with Stacking and Vibing, try improvising around the "Say What You See" concept as you look at pictures of female street fashion on Google Images. Use a random word generator on the internet to fire off topics that you can free flow around. Join a public speaking or debating class. Sign up for "improv" or stand-up sessions.

Verbal Bamboozling is a learnable skill, to be acquired like any new skill.

23) All these pickup theories and date models are too complex. I forget them in the moment, so what should I do?

As the saying goes, the way to eat an elephant is *one bite at a time*. So tailor the big ideas into bite-size chunks, and ingest them through repetition. Take baby steps through approaching, flirting, closing, texting, and date seduction. Go back to the Universal Blueprint (page 46).

If you ever freeze infield, just follow the simple rule of saying to yourself: *"Take a risk, push it a little bit forward."* That one rule will encourage you to get out of the trap (faced by 99% of guys) of being Mr. Nice and hiding your dick.

Spike things up. Throw in an SOI. Move her. Tease a bit more. Try some challenging. Go for the close. Invite her out. Sit next to her. Start touching. Invite her home. Take her into your room. All these actions help to move things forward out of the comfort trap.



I often advise my students to keep a check-list on their phones, to be consulted during a bathroom break when you feel the date going off-course. Look in the mirror and ask yourself: *"Where am I in the model, and what do I need to do?"*

Also get into the habit of debriefing your sets when you get home. Run through them in your mind, identify what went well and where you didn't do so good.

24) How do you adapt the daygame stop to work in a mall?

In a mall you want to keep a low profile, so don't do the run-around front stop. Malls are private property, and security have the right to ask you to leave if you're doing too much spam-approaching or are uncalibrated.

In the indoor areas between the shops, open as she's coming towards you, or approach from the side with a light tap on the arm. Try the Karate Side Stop (page 109).

Remind yourself of how to approach a girl in a shop (page 149) and a cafe (page 147). It's all about heightened social intelligence and careful calibration when in such spotlight situations.

If you've been daygaming for a while, and you have pinned down your sexual smirk and swagger, try an even more under-the-radar Indirect-Direct opening (page 98).

Don't burn out the mall by daygaming in groups. Vary the malls you visit, and the times you go there. If security ask you what you're doing, tell them the truth—that you're improving your confidence by chatting up pretty girls. If they challenge you further, suggest they ask the girl if she was offended.

25) How often do you (and other daygame coaches) get rejected?

If a guy's not being rejected, then he's not hustling. Rejection is a normal, expected, healthy part of the Game, and I get rejected every time I go out daygaming.

Around half of my Street Hustle approaches don't end in getting her number, so I'd be pleased with 5 numbers from a typical daygame session of 10 approaches in 2 hours. But this is just an average, because – of course – I can have great days with super vibe and a lucky streak... and awful days with very little to show at the end of the session.

By their very nature, books of "lay reports" are full of... lays. So when reading those books it's easy to get the impression that the coach *gets every girl*. What you don't read about is the hours of practice and the plethora of failures on the road to the apparent success.

A beginner will get more rejections than a Street Hustler who's been in the Game for a few years, which proves that it's not just a numbers game—otherwise everyone would get the same ratio of opens to blowouts. While you can improve your odds by implementing the toolkit described in this book, you'll never reach a 100% success rate.

26) What kind of compliment should I use?

Is "sexy" too much?

When guys first learn about direct verbal Game, they often go too far by being too verbally "on" with a girl. They forget that the pinnacle of hustling is to have under-the-radar implicit intent.

Being very verbally direct in your opener (using words like "sexy" or "hot") is high risk / high reward. You've got more chance of getting away with it at night, but are almost certain to get blown out during daygame.

Beginners should start with softer compliments like *"you look nice"* or *"you look cute."* Even telling her she *"looks interesting"* may be enough to get started. Then you build up from there, and calibrate to your environment. Remember that it's not just the words you're saying, but also the vibe behind them. Are you smirking? Are your eyes twinkling? Is your face relaxed?

Don't obsess about the opener, since it's really the next step of the Stack that you should be perfecting.

27) Should I be “negging” her?

“Negging” is an original pickup term for a verbal push-away (“false disqualifier”) designed to lower a girl’s SMV. It’s a way to get a girl to question her value by pushing her off her pedestal. A classic example would be asking her *“I like those nails. Are they real?”* This makes social sense in a bar environment when you’ve opened indirectly and you are waiting for her to show attraction to you before you reluctantly admit she’s also attractive.

A Street Hustler still has to verbally push after the opening pull of the compliment, but his teases and challenges during the Stacking and Vibing should be much subtler and more calibrated. Unlike in a bar, you don’t have an audience for your “negging”, but you still want to show her that you’re not overawed by her beauty and you can mess with her like a kid sister.

A beginner should learn three set teasing Spikes that can be used when Stacking and Vibing. You can choose from the extensive list on page 299, but the three I always teach my students are:

- *Oh my god, my mum warned me about girls from x.*
- *That’s it, we’re getting divorced.*
- *You’ve got such a guilty look on your face, like you’ve stolen something.*

28) How do I transition from the Opener into conversation?

The whole point of the Stack is precisely to solve this problem.

Look again at the LDM on page 50. After the Opener comes the Stack, followed by Vibing around a topic she gives you. It’s important that you don’t pause after your Opener, because many girls will simply say *“thanks”* and walk off, so you should combine the Opener with the start of the Stack like this:

“Hey, this is a bit random, but I saw you and thought you looked cute, I wanted to come and say hi. What I noticed about you was...”

You’ll be doing most of the work until she hooks, usually within 1-2 minutes. Remember to focus on flirting rather than polite chit-chat so that you can avoid asking the Questions of Doom before Hook Point.

29) What are your favourite assumptions to Stack with?

I’m known for pointing out a girl’s walk – using words and phrases like *“dreamy,” “focused,” “marching,” “in a bubble”* or *“chased by the invisible police”* – and then guessing why she’s walking that way.

I usually also make a guess about where she’s from, using words like *“exotic”* or *“far-flung”* to contrast how she looks compared with everyone else around. Finally, I might guess what she does based on her look and what she’s carrying, using words like *“creative,” “studious,” “official”* or *“bohemian”*.

Revisit the section on Assumptions, not Questions (page 113) to learn how to make your more Stack playful.

30) How do I get her to invest?

The LDM implies that after the Hook Point she should be investing in the conversation. She should be doing at least half of the texting, then making a significant contribution during the subsequent date. This is known as Flipping The Script (page 63), and techniques discussed to do this include Parroting (page 121), Vacuuming (page 122), and special types of questioning (Qualifying, Stealth and Open Questions, page 123).

If she’s not investing at all during the daygame then it suggests she’s a “no” girl. Maybe she’s deeply in love with her boyfriend or husband, maybe you’re not her type, or maybe she’s simply in a bad mood. Cut your losses and end the interaction.

If she’s not investing through text messages, then your initial pickup probably wasn’t that strong, or maybe she’s got other guys in her life who she’s prioritised ahead of you. An aside to this is that girls from some cultures (such as the Former Soviet Union or Japan) are less open initially—both on the street and via texts. Your calibration should tell you whether she’s reserved or just not interested.

31) How do I build a fast connection with a girl?

For most guys, mistakenly trying to “connect” with a girl they’ve just met through cold approach pickup is the biggest sticking point after

AA. Guys jump into chit-chat rapport before having generated any attraction.

Even if the girl stays around to talk, it's now in friend-to-friend mode rather than man-to-woman mode. Therefore, most guys need to worry more about sparking initial attraction rather than building a connection. Hence the "connection" question can be something of a red herring.

However, there has to be some connection after the Hook Point during the Investment phase of the LDM, so that she can see there's more to you than just a pickup artist. This reduces the chance of the number flaking.

Some of the previously-mentioned techniques to build this comfort bridge with her include Grounding (page 121) and making Statements of Empathy (page 125), as well as ensuring your daygame sets are between 5-10 minutes long.

Look back at the LDM structure to see how (and why) to finish the daygame interaction by Closing strong and Spiking things away from comfort rather than towards it.

32) What happens if she says she has a boyfriend?

Regular guys and novice hustlers panic when they hear these words come out of her mouth.

In reality, she's usually telling you this to test how you'll react. Revisit the sections on Lovers vs. Providers (page 30) and the Secret Society (page 39) to understand why all is not lost when she says this.

To a girl, a "boyfriend" can mean many things. Maybe she just made it up because she's nervous, or maybe she's casually seeing a guy... or a few guys. When she says to you *"Sorry, I have a boyfriend,"* just smirk and reply: *"Oh, I don't want to be your boyfriend,"* then carry on with the interaction—trying to Close regardless.

Auditioning to be a girl's boyfriend is much harder than communicating that you want to be her lover. A potential boyfriend must fit her provider requirements: respectable, visual eye candy, and someone she can introduce to her family. In contrast, a lover just needs to turn her on.

A cruel fact of the SMP is that I've slept with many girls who told me initially that they had "boyfriends." A girl will always seek to mate with an alpha male with a higher SMV than her, even if it's secretly behind her beta boyfriend's back.

The phrase *"I have a boyfriend"* can be true for girls at any point of the availability spectrum, so for your purposes it's practically meaningless. Ignore it.

33) What do I do if a girl looks at me before I approach?

In Game this is known as an Indicator of Interest (IOI) or an Approach Invitation (AI). Take any girl looking at you as a signal to approach, even if you're unsure if it's a curious casual look or a spark of attraction.

If she looks, she has already started the "approach clock" countdown. You no longer have the luxury of picking your moment, so don't delay. Go over and approach, and adapt your Opener with an accusing Spike:

"Hey, I had to come and tell you that you looked cute. You can't just walk past me and check me out without at least saying hello..."

Experienced Street Hustlers are very good at picking up the tiniest IOIs from girls when they're out and about. Often girls only glance at you for the briefest of moments, but it's still more than enough to show interest.

You can trigger more girls to look at you by having Sexual Swagger (page 77). Walk down the street like you're walking down a red carpet at the Oscars: shoulders back, chin up, and with a cheeky smirk on your face.

If you're with a wing, joke loudly between you as a hot girl comes towards you. Take turns to make animated motions with your arms, and you will find that almost always the girl will look.

34) Do I need to make her laugh?

This provides a perfect example of why you should take your cues from what women do rather than what they say. When girls tell you they want a guy who *"can make them laugh"* they mean they want a guy who flirts and doesn't kill attraction with chit-chat.

Remember the truism, "attraction is created in the playful push." Flirtation is not putting her on a pedestal for her looks, but instead treating her like a bratty kid sister—teasing and challenging her from a place of positivity. You can practise this kind of flirtation whenever and wherever—with the check-out girl in the supermarket or the barista at the coffee bar.

Guys who try hard to make girls laugh may well entertain them, but they don't turn them on. You certainly don't want to become a girl's personal jester or the class clown. So when you're Stacking, Vining and Spiking, remember to be George Clooney... not Jim Carrey. Any hustler who does everything except have sex with the girl is merely an entertainer.

35) How can I get this one girl that I've liked for ages in my class / office?

This question from any guy raises a big red flag in my mind because:

- a) *He's overly focused on just one girl.*
- b) *He's been thinking of "getting her".*
- c) *It's a girl at college or work.*

Re-read the section in this book on Frame (page 25), the Disney Romance Myth (page 28) and The Myth of The One (page 81).

The guy asking this question is scared of scarcity and addicted to affection. He's trying to "win her over" in a small social circle or work environment, which is high risk because you shouldn't *crap where you eat*. He's most likely been playing the waiting / hovering game with her for months or even years. The Frame is all wrong and it's very hard to recover from.

It would be much better to go out and cold-approach. Unless or until you're a proficient hustler, only date and sleep with girls outside of your school or office. You'll have a lot more choice when you widen the SMP you're working in.

36) Can I use daygame at my college / university campus?

As already stated, getting girls from anonymous cold approach is much more efficient and lower risk than trying to hustle the girls you see every day at your college or university. Daygame is specifically designed for anonymous situations, so if you want to game a location where you are already known... you need a different game.

If you're still at school or at college / university, then first try some warmer social circle game:

- 1) *Build a big social circle. Join clubs and societies.*
- 2) *Be the visible instigator. Organise parties and events by networking.*
- 3) *Stand out by flirting with everyone, not just making chit-chat.*
- 4) *Be discreet with girls you ask out and sleep with.*
- 5) *At the same time, be known as the "guy who gets girls".*

The Universal Blueprint (page 46) still applies. You have to trigger attraction, build rapport, and then seduce her. The good news is that with warm approaching, the rapport part of it should already be there.

If your campus is large enough, you can do some cold approaching using the LDM, as long as you don't make a spectacle of yourself by jumping in front of hundreds of girls. You need to open as under-the-radar as possible, so be subtle (see Indirect-Direct Game, page 98).

37) What nationality of girls is easiest to hustle?

A common myth is that daygame only works on tourists. This myth came about because most infield pickup videos from London and New York show the Hustle taking place on foreign girls.

Why?

Because both these cities are massively multicultural and the more attractive girls are usually from abroad (e.g. the Balkans, Eastern Europe and Russia).

Remember that a guy's SMV is both relative and subjective. If you're the only black guy in a Scottish town, then you're going to get a lot of positive attention from girls. Conversely, if you're the only white-skinned blonde-haired German guy in Addis Ababa then your SMV will be sky-high.

There is no one nationality of girls that are "easy" for everyone. The hustle will work differently for every guy on the same girl, so play to your SMV strengths and work out which nationality of girls respond best to you. Girls with a shared cultural background from your own country can assess you better and will be more savvy of your SMV, but these girls are not impossible to game... although your Game does need to be tight.

Also keep in mind the one irrefutable truth:

No matter where you go, the hot girls are in demand by all guys.

38) How do you pick yourself back up after harsh blowouts?

There will always be more rejections than successes. That's the nature of the Game, and you can't take it personally. You need to reframe your rejections and blow-outs as positive opportunities to learn and grow. Welcome them like buckets of cold water thrown in your face to wake you up.

In daygame there's no failure, only feedback, unless you give up and never try again. See *The Girl as Your Mirror* (page 129). Remember the sales philosophy that "every no takes you closer to a yes." Or, as Oscar Wilde said,

"Experience is simply the name we give our mistakes."

If you're with a wing, you can laugh off the "No" girls and encourage each other to get blown out hard as early as possible. You'll soon realise that rejection is not as earth-shattering as you once thought it was.

39) How do I stop being social and become sexual?

After overcoming AA, this is the biggest challenge for new hustlers.

Look back at generating Street Attraction (page 60) and learning the progression of Awareness, Attraction, Arousal (page 69).

It's imperative that you practice the skill of flirting by Spiking things out of comfort using accusatory statements, teasing and challenging. Add in some physicality (Street Kino, page 142) and non-verbal techniques such as Tiger Eyes (page 110), the Torero Toe (page 136), and the Maradona Move (page 136).

Practice your Spiking not only when doing a daygame session. Learn to banter with everyone (in shops, cafés, with the old lady on the train next to you) because it all helps improve your charismatic flirting skills.

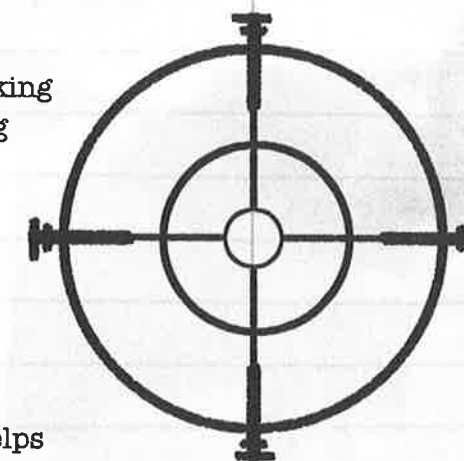
Remember that Daygame Is Dirty (page 81). Look at attractive girls in a sexual way, imagining their sexual desires and how they'd be in bed. Just this simple shift in thinking has massive implications for how you act around those girls.

Ultimately, you have to be willing to take risks.

40) How do you deal with the cock-block?

"Cock-block" in Game means someone (or something) coming into your set and trying to halt your hustle, intentionally or unintentionally. This might be her female friend, her sister, a White Knight guy trying to "save her from the bad guys," or an alpha male who wants to steal the girl away from you. It might even be the girl's phone ringing in her bag.

Cock-blocking happens a lot less during the day than it does at night. But you have to be ready for it if you're approaching two girls (page 144) or doing Gutter Game (page 133). If the cock-block is the second girl in the 2-set, engage her, befriend her, and get her to help you accuse your target.



If an agitated guy comes into your set, turn immediately to the girl and ask, *"Is this your boyfriend?"* When she replies *"no,"* comment that they'd make such a cute couple. If the guy starts getting annoyed, keep calm and positively ask him *"Are you ok mate? You seem a bit stressed."* This will most likely cause him to lose his Frame and leave.



If a guy turns up who really is her boyfriend... or husband, brother or dad, shake his hand and make a polite exit. No girl is worth fighting over, so you should move onto the next set.

If you're interrupted by a beggar, salesman, or charity hustler, don't engage them at all. Turn your back or mini-bounce your girl (page 142) so as not to lose the Frame.

If the girl's phone goes off mid-set, let her take the call or text while you stand your ground and don't get reactive. If she hangs up, you can safely resume your interaction. If she doesn't, you can take it as a big IOD.

Usually, you'll only be cock-blocked if you appear incongruent to an outside observer who looks at you and feels that you shouldn't be talking to a girl like that. You'll rarely get cock-block attempts as your style, vibe and body language improves.

41) How do you approach a girl who is with her mother?

A girl is fair game when with her mum (but not her dad). Treat it like a normal 2-set (page 144), pretending you haven't even realised it's her mum. Stack with: *"I'm guessing you two are sisters."* Call them *"double trouble"* and imply that the mum is the party animal whereas the daughter is the sensible one. Befriend her mum to get her blessing, and use her as an ally to "sell" you to her daughter.

Some hustlers have an issue of thinking that pickup is a game of ticking off a series of challenges (including mother-daughter sets) to impress other men. It's not; it's a hustle simply to get laid. Don't make it harder than it needs to be.

42) How do you approach a girl with guy who doesn't look like her boyfriend?

This one is solely for Street Hustlers who want a shot of adrenaline.

Before approaching the guy and the girl, follow them for a minute or more to double-check they're not holding hands, hugging, or fawning over each other. They should look mismatched in terms of SMV; for example—does he look overly metrosexual, stuck in the Friend Zone, or gay?

Open them as normal, but immediately address the guy with the line:

"Sorry, I just wanted to ask, is this your girlfriend?"

If he says yes—just smile, congratulate him on his pretty girl, then make a polite exit. You could even say *"Ah, well I guess that's the end of my pick-up attempt!"* And laugh.

If he says no, or she jumps in to say so, just carry on Stacking forward using the usual 2-set strategy (page 144) and the LDM. Befriend the guy and join forces with him to tease the target.

43) What if my city is too hot / cold for daygame?

I've daygamed in temperatures from -25° (Moscow) to +42°C (Dubai), and everything in between.

Remember that Street Hustling doesn't have to be on the street. The one great equalising environment in the world is shopping malls. If the temperature really is too extreme outside, I'll find the biggest mall in the city and enjoy their air conditioning or heating, safe in the knowledge that wherever there are shops... there will be girls.

Whatever the weather, just adapt your clothing appropriately. In the freezing winter of Helsinki, Finland I've daygamed outside wearing thermals. In perpetually hot Miami South Beach I've daygamed in shorts and t-shirts. Even if you're daygaming in a rainy city, you can't let it dissuade you, so review the section on Umbrella Game (page 140).

The ideal European daygaming season is from April to October, although you should be aware that from late July to early September

(and especially once university is over) city centres tend to empty out of young female foot traffic as girls go on vacation.

You might consider taking a hustle hibernation during the European winter to recharge your batteries, or head on down to the southern hemisphere.

44) How does Street Hustling work in a small city / town?

The smaller the town or city, the more under-the-radar your hustling needs to be. The Spotlight Effect could well be stronger, and there may be far fewer targets to practice on. Discretion with the girls you are dating is vital.

As already mentioned for college campuses, avoid the Wheel of Fortune open, and try instead to approach indoors in malls and cafés. For optimum daygame, I've found that a location should have more than a million people, high foot traffic, tourists, students and a large turnover. Anonymity and transience are key components of successful hustling.

If you are living in a small town or city, consider doing your approaches in a nearby bigger city. Making girls and daygame a priority means even considering changing cities in order to practice and get good.

45) How do you open a girl wearing headphones / texting / on the phone?

All three scenarios are weasels that stop lots of guys approaching.

Headphones should be no hindrance at all. Just approach with an extra-cheeky smirk, say *"Hey"* or *"Excuse me,"* then pause. 99% of girls will automatically remove their headphones and wait for you to carry on the conversation, or you can gesture to her to remove them if she looks confused.

Slowing down the Opener in this way can be a good thing, and you can use the fact that she was listening to something as a reason to tease her. You can try to guess what she was listening to—80's rock ballads, Justin Bieber, a stress management course, meditative whale music, or the *"Fifty Shades of Grey"* audio book.

If she's texting, then approach and call out the Elephant in The Room:

"Hey, I know you're sending a text, or swiping on Tinder, but I just wanted to come and say you look really nice."

If she looks up, then carry on Stacking forward as normal. If she's still looking down and turning away, then take it as an IOD and politely leave.

A girl talking on the phone is for advanced Street Hustlers only, since it requires a large dose of audacity. Hold the Frame with full authority, getting in front of her and opening with:

"Hey, hey, hey, one second, call them back, call them back. I know this is cheeky but I just wanted to say you look really nice."

If she hangs up, then Stack as normal. If she doesn't get off the phone, then politely leave. If she giggles and says she's talking to her mum / sister / best friend, then use that fact in your Stack. Ask to speak to the person on the other end of the phone, and tell them that you've just stopped a girl with a suspicious smile on her face (or whatever accusation you're going to go with). Playfulness is key.

46) Should I ever open indirect?

Opening "indirect" means approaching the girl and pretending you want something other than flirtation. This might be asking for directions, or to get an opinion on something.

If you're a new Street Hustler, you should forget about indirect approaching and just focus on direct daygame—getting your intent across, holding the Frame, and creating a man-to-woman vibe. It's all about growing a pair of balls and putting hairs on your chest. However, if you've been hustling a while then there will be times—such as in nightclubs and social circles—when you've got to use some indirect game.

Also in confined spaces with high social pressure, such as on the metro or on a plane, I sometimes test the waters with an indirect opener to see if she's interested at all. I keep it simple by asking if she's got the time or where she bought her boots, and watch for IOIs.

After an indirect opener, you have to transition with Stacking into Vibing, but then let her know what you really want by using SOIs (page 112). Spike things up verbally and physically to get out of the comfort trap.

47) Does taking her Facebook work for getting laid?

Only use Facebook as your Plan B if she's refused to exchange phone numbers. Don't ask for Facebook first as a weasel to avoid Closing Strong (page 126).

Adding her on Facebook is a good plan when you're daygaming in a foreign city and have plans to return after going back home. See the section on Long Game (page 154). It can also be useful when closing waitresses, shop staff or strippers—i.e. when you've only got time to scribble her name down on a napkin. I've slept with dozens of girls using Facebook for this kind of hustle.

Get your Facebook page sorted. Think of it like your brand's website landing page. Delete any whining, negativity, geeky posts, or other DLVs. Look back at the Attraction Switches (page 60) and make sure you've got suitable photos to do that. Pictures of you travelling, playing sports, socialising, with your family, and with cute girls (but nothing try-hard or romantic). Remember the art of Humble Bragging (page 118).

Note that as a Street Hustler you should lock down your social media privacy settings. It's key to keep your list of friends hidden from view, to avoid the situation I found myself in when I had a couple of crazy ex-girlfriends using details on my page against me.

These days, Whatsapp and Viber are far preferable to Facebook Messenger, so install both. In Asia download "Line" and in the FSU set up a Kontakt page.

48) What are the signals for a Same Day Lay (SDL)?

Same Day Lays (SDLs) refer to taking a girl back to your place or hers and sleeping with her almost immediately after your initial daytime approach. Sex can also happen in a discreet location such as a bathroom or park.

In contrast: if you stop her, get her details, and then meet up with her again later that day for sex, it's called a Same Day De-Lay.

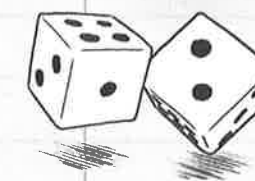
As already mentioned, not all girls are up for the SDL. It's a high-risk-high-reward strategy because once you start leading and escalating hard on her then the bubble often pops and you might never see her again.

Some tell-tale signals that a girl is on for a SDL include:

- A younger (18-21) or older (30+) girl who is looking for alpha male fun.
- A backpacker / traveller who is open-minded and independent.
- An "outsider" who is into alternative subculture and doesn't follow rules.
- A girl with piercings and / or tattoos that indicate rebellion.
- Dreamy girls who wants to be swept up in an adventure.
- Someone super-horny because she's away from strict religious or family controls.
- Someone showing signs of the Ovulating Walk (page 111) during her lustful time of the month.
- A girl raised only by her mum who dates older "father figure" men.
- Anyone giving off approach invitations and IOIs.
- A girl with dilated eyes who hooks easily
- Any girl who tells you she's doing nothing.
- A girl who instigates touch, or she suggests an I-Date.

I usually bounce these kinds of girls to a coffee shop for the first part of the Torero Dating Model, then bounce to a bar for a drink or two to run the remainder of the model (and test for compliance) before bouncing home or to a location where sex can happen.

Every Street Hustler should try a few SDLs using the Burn Your Boats Mission (page 135) to push comfort zones and help with leading and escalating skill.



49) What are the most common daygame sticking points?

After training hundreds of guys infield, it's fair to say I've got a good grasp of the sticking points that come up again and again:

- *Not approaching because of anxiety / weasels.*
- *Starting the interaction in Mr Nice Guy mode (rapport).*
- *Supplicating to her Frame by being overly agreeable.*
- *Self-ejecting by leaving in the middle of an interaction (a delayed form of AA)*
- *Hiding intent, and being friend-to-friend rather than man-to-woman.*
- *Not persisting, and giving up when she tests lightly*
- *Having a serious heavy vibe rather than being flirtatious*

The good news is that once you've identified your key sticking points (by self-analysis from recordings or from a wing / coach) you can work on them one by one. The LDM is linear, so you first need to tackle any problems around Opening, then Stacking, then getting girls to the Hook Point properly, then building rapport and getting her Investment, and finally Closing Strong. After this comes texting, and then effective dating, learning to lead and escalate in a calibrated way.

50) Where are the best daygame spots in London / New York City?

In both Street Hustling meccas, it's all about finding locations with high-volume good-quality foot traffic. That doesn't mean just the tourist areas (which also often have lots of families and couples) but also the funnel areas where locals congregate at lunchtime and after work to hang out, or go shopping and catch their transport home.

Most daygamers in London stick to Oxford Street, Regent Street, Piccadilly Circus, Leicester Square, Trafalgar Square and Covent Garden. And don't forget the big indoor "Westfield" malls in Shepherd's Bush and Stratford.

In New York City, start with Union Square, Flatiron, 5th & Broadway, Washington Square, and around NYU. Then head down and across

to Soho, Tribeca, East Village, Williamsburg, up to Columbus Circle and call into any Wholefoods.

The more daygame you do in these cities, the more hidden spots you will find that you might personally prefer, be they markets, cafés, book stores or metro stations. Remember the principle of Targeted Daygame (page 132).

51) Can I use daygame in bars and clubs?

In loud nightclubs, no. But in quieter bars / beer gardens and smoking areas, maybe yes.

If it's a venue where you can talk, then the hustle will work as described in the LDM. But bear in mind that people are out to have fun in night-time venues, so energy levels need to be higher and there'll be less rapport. Physicality is the name of the Game here, and you're going to be staying in the attraction phase for longer before escalating faster towards a pull home and a SNL.

Girls rarely go out alone in the evening (page 133), so you'll need to know how to do 2-sets and you'll need to be aware of group dynamics such as how to handle cock-blocks (page 144).

Real night game in loud clubs still uses the Universal Blueprint (page 46), but is calibrated very differently because of the energy level in these environments.

52) Why are girls in their own countries so much harder to Game?

Guys in every country think their women are the hardest to game, and this then becomes an urban legend weasel for not approaching those women. Aussie guys complain about Aussie girls, Russian guys complain about Russian girls, and even French guys think their women are impossible.

Consider why this is so:

- *You've had bad reference experiences since your early teenage years with girls from your own country*



- *You can't rely on just "standing out" to get the attraction going. From the beginning you're on an equal footing with her, so you need Game skills.*
- *She's judging your SMV straightaway because she can tell your social class, social status, and niche.*
- *Foreign girls are a novelty to you, so you go in with a better vibe. Your DNA is craving novelty.*

North American, British and Australian girls seem extra "bitchy" because of their hardened feminist exteriors, but beneath their shells they still behave like any other girls. Remember the Universal Blueprint (page 46) for the dating and mating dance. It's hardwired in our DNA, so girls will always respond well to an alpha male.

Test your hypothesis to see if you've got a selection bias. For one week, just approach the local girls. Do fifty sets and see your results. Make sure you've not turned your preconceived ideas into weasels.

53) Does "doing Game" mean you can't use your authentic personality?

You are where you are right now with girls by being yourself and relying on your personality thus far. So if you're happy with that, then there is no need for change.

However, if you're reading this book and watching pickup videos then you're most likely unsatisfied with your dating life. You've realised that not all aspects of your personality are ideal for attracting girls, and you've already accepted you've got some bad habits that you want to replace with good ones.

It's not about being yourself. It's about becoming your *best self*. It's not about refusing to change, but taking a good hard look at yourself in the mirror and realising that some things have to change. Remember that Game is a mirror, not a mask (page 79).

This is not to say that your core character and personality can or will change completely. Psychologists show how these are deeply established from a very early age. So after doing lots of infield cold-approaching, you'll still be you, but a new "super charged" version of you—the dazzling Adonis carved from the rough block of stone.

54) You are often critical of self-development. What's wrong with it?

I'm openly critical of most self-development, life-coaching, and motivational talks because – under the veneer of them seeming useful – they're more often than not focused towards encouraging procrastination and inaction. The self-development industry makes millions of pounds off the back of people not changing... but wishing that they could.

I'm all about *taking action* and *grabbing life by the horns*. I believe in proof, not promises. Less talking, more doing. Showing, not telling. Forming good habits that get real world results (page 85).

No amount of visualising or chanting in the mirror will get rid of the stress and anxiety as much as action will. Improved confidence and self-esteem can only come when the right action is taken. Think of losing weight and building muscle. You could sit at home and read books about dieting and lifting, but this will only make you fatter until you get off the sofa and into the gym.

You can't put the cart before the horse, and the only way to get good with girls is to... talk to girls! The Game is played infield.

55) How do you set up threesomes and foursomes?

The simplest thing to try is a male-male-female threesome where you and a wing sleep with one girl. Guys panic that this sounds a bit gay, but as long as you're cool with seeing your mate naked then there's nothing sexual about it... except sleeping with the girl.

Choose an open-minded and experimental girl who you're already having sex with. Invite your wing to a bar just to socialise with you both. Then Spike things up with your wing and run the seduction together, going back to yours for a drink and some fun. It's amazing how many girls fantasise about sleeping with two guys at once, and it's something I've done with many different girls I've dated.

For a female-female-male threesome, identify two girls separately who you're sleeping with and who have already fooled around with girls. Talk about how erotic they find the idea of trying a threesome. Maybe

they've made out with their best friend. The majority of girls have kissed another girl; it's a very common fantasy with most girls... even if they're not bisexual.

Next you need to introduce these girls to each other on one or two different occasions, just for social drinks. Get flirty and start leading things towards seduction. Invite them both back to yours. Ask them what they like about each other's appearance. Play truth or dare, building this up to them kissing each other. Use the classic "dual massage" technique of taking it in turns to give each other a massage, finishing with both girls on top of your back. You need to lead the whole thing, since both girls will be nervous and giggly.

To try foursomes, sleep with your girl in one room while your wing sleeps with his girl in another room. If the girls have shown hints of being sexually adventurous and you've all been socialising previously, then it's very possible to bring them together. Start by each couple watching the other, then get the girls to make out and play with each other. Swapping girls is possible once an orgy environment has been established.

56) How come some guys are really good with girls without learning all this?

The fabled "naturals", who get girls without consciously knowing anything about Game principles, have simply internalised the rules early-on without knowing.

They were the local bad boys or the handsome cool kids at school who were on the football team. They didn't know that they were flipping all the Attraction Switches (page 60) because, for them, it just happened, and they therefore got their positive reference experiences early in life.

Millionaire businessmen and celebrities also seem to get girls effortlessly by flipping those Attraction Switches subconsciously. The self-fulfilling prophecy gives them swagger, which in turn improves their results even more, but only up to a point. Because they don't know how they're getting the results, it's very easy for things to come crashing down once they lose their ecosystem status or leverage.

These guys are often prone to Oneitis and neediness in relationships, because - after sleeping with hundreds of girls - what they really want is affection.

57) How do I hustle pretty girls who are working—waitresses, promo girls, etc.?

If a girl has been hired to do a job because of her looks, then beware that you're not being hustled in reverse. Her job is to be open, flirty and friendly in order to make a sale. Many beta guys fall for this—just think of the drunk guy at the bar who keeps buying drinks while trying to hit on the waitress who vaguely suggests that she's "getting off in an hour." These kind of girls get hit on endlessly by guys without a clue.

It doesn't mean you can't run attraction material on them, get them to hook and invest, and then take their numbers. It just requires tighter Frame control than a typical set.

She's got her agenda, which in this case is selling you something, so her Frame will be strong. Don't let her get into her sales script; verbalise your intentions loud and clear:

"Listen, without coming across as another drunk sleazy guy, I just wanted to say that as much as I like talking about the special deal of the day with you, I'm really talking to you because I find you attractive. What I noticed about you was..."

She'll most likely keep trying to steer the conversation back to her sales patter, so you need to keep Spiking away from her set script. When you close, make sure she knows what you want, but take care to take the number covertly in the Secret Society way:

"Another time when you're not hustling I'd like to take you for a glass of wine, but I know your boss is watching right now, so just go over and write your number on a receipt and bring it back without him seeing ;)"

58) How does Street Hustling work on Asian girls and Muslim girls?

I've daygamed in Asia (Japan, Singapore, Philippines) and in Muslim countries (Turkey, Morocco, Dubai, Kazakhstan). I have

Sofia, Soho
Tuesday afternoon



also daygamed, dated and slept with Chinese, Korean, Thai, Indian, Pakistani, Iranian and Egyptian girls in London.

Remember that girls are girls. Biological impulses are stronger than cultural or religious upbringings, and repressing cultural constraints simply leads to the Pressure Cooker Effect (page 89).

However, cultural differences do determine how exactly you implement the LDM. Asian girls are often shy about the direct street stop, so you just have to tone it down and calibrate to the environment. Don't rely on the Wheel of Fortune stop so much, don't go so verbally direct (try indirect if all else fails), and accept that some girls will be shy. On the date they will give off "good girl" shy vibes too, but this will all change in the bedroom.

Be careful which girls you approach in strict religious countries. In Dubai I daygamed in the main malls, but avoided opening any girls wearing hijabs. In Morocco I'd open indirect, asking for a good coffee shop, then transition to some flirtation if she showed signs of interest.

Your Street Hustling should be extra covert and discreet. So apply some social intelligence to where you're approaching and who is around, and don't cause a scene in front of local guys or the authorities.

Never forget that these girls are sleeping with someone, or fantasising about someone, or longing for adventures just like any other girl. Don't let their culture or religion fool you into thinking they don't want to be opened. Attraction is attraction.

59) How does going on holiday to do Street Hustle work?

Going abroad alone or with a wing for a period of immersive daygaming is a great way to combine travel and girls. In Europe, daygamers call these "Euro Jaunts."

How long should your trip be? A long weekend is too short, one week is still too tight, but two weeks is the ideal timeframe. Any longer than two weeks, and burn-out / fatigue kicks in.

Logistics is key, so always find accommodation in the city centre. If you can afford it, an apartment is better than a hostel or hotel because it is less likely to trigger LMR (check out the *AirBnB* website for this).

Spend the first five days "Number Farming"—doing as much cold-approaching and number-closing as you can. Unless you're planning to return after Long Game, there will be no time to do any slow dating, so you'll be filtering for SDL girls and strong "Maybes." It's important to not get distracted by sightseeing during this period, because you need all of the initial excitable energy for daygame. And since you've not got time for drawn-out dates to nowhere, it's important to present yourself as the alpha lover (not the beta boyfriend) so that girls pick up on the right dynamic.

After the initial impetus, switch down a gear and spend the rest of the holiday texting, dating, and exploring the city—with the girls, if possible, to combine both activities. One date often isn't enough to seal the deal with a girl, so you might have to pack in multiple dates with different girls each day. Returning to the city at a later date is another option.

Watch my "Flowmad" videos free on Youtube or check out my book "Torero Travels" to learn more about Street Hustling abroad, as well as lots of tips of travel, accommodation and country-specific advice.

60) What are the best cities in the world for Street Hustling?

A city that is ideal for daygame has the following factors:

- Large population (one million +).
- Beautiful feminine girls.
- Transience / high turnover.
- Anonymity
- Social isolation / loneliness.
- Large number of tourists.
- Universities / students.
- Pedestrian areas with squares, parks, and a café culture.
- Westernised (where casual sex is on the menu).

Dominique
Tavern, Friday
6.30 pm

Cities that fit these criteria well include London, New York City, Toronto, Prague, Moscow, Barcelona, Munich, Belgrade, Budapest, Bucharest, Kiev, Tokyo and Sydney.

Other than NYC and Toronto, there are very few ideal daygame destinations in North America because the cities are not pedestrianised and a car is pretty much compulsory.

61) What tips do you have for daygaming with a wing?

A “wing” to do infield daygame with is a great idea when you’re starting out. It’s like the buddy system when diving or climbing, and it serves many purposes: to boost each other’s vibe, to push each other into approaching, to give feedback on each other’s sets, and, so that you can open 2-sets together (page 144) especially during Gutter Game (page 133). Many find their AA to be much lower with a wing around.

Some guys find a wing from a pickup forum, but my much better idea is to get to know guys you see out-and-about approaching girls. If you see a guy who seems to know what he is doing by getting numbers, take him for a coffee or beer to see if you can work together.

As with any mentor, a good wing will ideally be a little more experienced than you. And in return, you can add value by providing a positive vibe.

Take note of the following additional points when daygaming with a wing:

- *Make sure your vibes are compatible rather than competitive.*
- *Ensure your wing is not a “vibe vampire” who takes away your emotional energy so that you are drained while he does well.*
- *Both of you are there to help each other, not to be cock-blocks or to steal girls.*
- *Don’t waste time walking and talking about Game, having coffees, being social, and generally doing everything except approaching.*
- *Ensure you take it in turns to approach. Simply “watching your wing” is another classic weasel.*
- *Don’t become overly reliant on him. You should be able to fly solo too.*

62) How do I daygame solo?

Street Hustling is ultimately a solo activity rather than a team sport. You’ll most likely be in set with the girl alone, and on the date with her alone. Every daygamer should do some solo sessions each week so as not to get dependant on a wing. Solo hustling toughens you up and focuses your mind. And you need to be ready to do it at any time of the day if your “Dream 10” walks past.

For solo daygame, remember the following:

- *You need to be strict on yourself. Do a fixed number of approaches in a fixed time period.*
- *Use the Three Second Rule to avoid AA and the dreaded weasels.*
- *Monitor your progress using the Girl as Your Mirror (page 129) and a Dictaphone (page 130).*

I love solo daygame since it brings out my hunting instinct. I like having a clear mind with no distractions as I go about my Street Hustling, so that it becomes a sort of *walking meditation* as I scan the streets, stores and coffee shops for my next approach. Knowing that you can be dropped into any city in the world alone, and be able to get a girl, is a great feeling.

63) What about daygame burn-out?

To really get to grips with the Street Hustling toolkit, you need to immerse yourself infield for between one and two years—going out 3 to 5 times a week and hitting it hard.

After this intense period of immersion (where the learning and lays happen) it’s normal to feel burned-out and exhausted. The novelty of Street Hustling has worn off, and casual sex is no longer a mystery. The hustler gets guilty about seeing potential pick-ups wherever he goes.

I’ve had many periods of Game fatigue, which has been made worse by my perpetual travel, so now I stick to the following scheme:

- *Cycling periods of immersion and rest (the oil rigger principle).*
- *Having a hibernation period during the winter to recharge.*

- *Maintaining male friendships and hobbies.*
- *Having set times of the day / week when I game, so I don't feel guilty about not approaching whenever I'm outside*

64) How do you go from being intermediate to advanced?

After a 1000 approaches and a year of daygame, you should have a solid understanding of the fundamentals plus some internalisation of the Street Hustle and dating models.

What's important now is to keep pushing things further. Don't get complacent. Keep approaching, and continually raise the bar with your girl goals. Try the following:

- *Push for more Same Day Lays with the Burn Your Boats Mission.*
- *Approach hotter girls in harder situations (e.g. shops, cafes, 2-sets).*
- *Try daygame abroad (e.g. a long weekend in Barcelona).*
- *Improve your ratios for opening ➡ number, and number ➡ lay*
- *Escalate faster.*
- *Get a new wing or mentor who can push you to the next level.*

Focus on moving even more from Nice Guy to Bad Boy, social to sexual, attraction to arousal. Switch from the chatty friendly type of daygame to the sexual, sub-communicated, polarised approach.

65) How do I get consistent results?

You can expect large volatility in your Street Hustling results during the first year. A lot can change from day to day, week to week. Your results will depend on your AA, control of your weasels, your positive vibe, your toolkit use and your overall calibration. Girls will flake for no apparent reason, or dates will turn into roads-to-nowhere without you knowing why.

Getting consistent results comes after about a year of regular infield daygame, when you've internalised the LDM and learnt the majority of the toolkit. By then, you'll be well aware of your sticking points and blind spots.

Progression follows a set pattern: first getting to grips with approaching, then sparking attraction and hooking, then getting solid numbers, then texting, then dating, and finally escalating.

If you've been Street Hustling for a while and you still can't work out why your results are so volatile, ask a wing or a coach to examine what's going on infield.



C) TEXT HUSTLE QUESTIONS

66) How long should you wait before sending her the first text?

Look back at the Torero Texting Model (page 54) and Text Hustle section (page 151). When you've got her number, send her the usual LDM first text a few hours afterwards. Don't wait until too late in the evening or the next day, as it's important to keep the momentum and flirtation bubble going:

"Hey [insert tease], random but cool to meet you...are you always so friendly to new people?"

If she doesn't reply, don't send another. Wait at least 48 hours and then perhaps send one more Resurrection Text (page 158). If she still doesn't reply, then delete the number. Flaking is an aspect of the game that you have to accept. Even an experienced Street Hustler will still only take out 50% of the girls he closes.

The more solid your daygame, the less text game is needed, because weak "Maybe girls" and complex flakey texts are only a problem when you're starting out and forcing phone numbers. Either a girl will like you and come out with you, or she'll know what you're after and will decline.

67) Is online game (Tinder, Facebook, dating sites) threatening the effectiveness of daygame?

Not at all. Quite the opposite. Think back to market forces in the Sexual Marketplace (page 14). As more men hide behind their phones and laptops, the more valuable is the guy who approaches girls directly in person.

Apps like Tinder means that pretty girls have to wade through hundreds (even thousands) of thirsty guys who are waiting to be chosen. This market has become saturated with identical profiles and guys sending dick pics, to the point of women losing interest in it. A hot girl in London or New York might go on a few dates found online, and even sleep with a handful of guys, before getting bored and longing for something more substantial and "spontaneous."

What triggers attraction between the sexes is hardwired and won't change. Feminine girls will always respond best to sexual, charismatic, powerful masculine men. Humans have evolved face-to-face, so that's where the flirtation chemistry works best. So whilst the majority of men will lose their social skills to swiping on a smart phone or typing indirect messages on dating websites, your relative SMV will skyrocket as a result of your direct approach.

68) Why do girls flake over texts?

"Flaking over texts" means she gives you her number and doesn't reply to your first text, or she texts for a while before vanishing.

If she doesn't reply to your first message, it most likely means your Street Hustling skills weren't solid when you met her. Perhaps you got stuck in rapport. Perhaps you didn't show your intent. Maybe the interaction was too short, or maybe you forced the number-close before there was any Hook Point.

You have to remember that you can't get every girl. There will always be "No" girls and weak "Maybes." She might be in love with her boyfriend, or just doesn't like guys with your look. The quicker you accept this fact and move on to another lead, the better.

If she's been texting back and forth with you, but then the texting fizzles out, it usually means she was a weak "Maybe" with other options (i.e. guys she's already seeing and sleeping with). You're on the periphery of her radar, or you're her backup plan. She might just be enjoying the validation and attention of your messages.

Remember not to be needy and chase her by bombarding her with more messages if she vanishes. Roll off with a Vacuum, and see if she reappears on your radar screen. Send her a Resurrection Text (page 158) once sufficient time has passed.

D) DATE HUSTLE QUESTIONS**69) How can I be more "interesting" to girls?**

A common trap is to think that IQ is sexy (page 97) or that "being interesting" is the same as being charismatic.

Guys with above-average intelligence often have dates that turn out to be more like lectures or sermons when they try to show the girl how fascinating they are. They're forgetting that they shouldn't be the ones doing all the talking and investing, since the spotlight should be on the girl.

Being interesting all night long makes you her entertainer, her best friend, or her potential make-him-wait boyfriend. Guys must remember that the more they talk on a date, the less chance there is of sleeping with her.

The truth is counterintuitive to most men. Women don't have to like you or find you interesting in order to sleep with you. They just have to think you're sexy, and for a girl this means a powerful man. Charm and charisma signal this, but being interesting doesn't.

Rather than talking and trying to impress her, escalate physically instead. Lead. Bounce. Slow things down. Use your eyes. Be flirtatious, not factual.

70) What do I do if she's behaving like a spoilt "princess"?

It's normal, healthy and expected for a girl to "test" a potential mate. She's filtering for alpha DNA and seeing if you are who you say you are. But some girls test more than average. They love to play the Game even more than you do. For them it's an explicit Frame control battle, full of drama and red flags.

She keeps changing the date logistics. She's late. She doesn't like the bar. She's icy and refuses to build rapport. She doesn't accept your leading or escalation. She's constantly blowing hot and cold. She likes to cause a scene. I call these extreme Frame Tests "Princess Behaviour."

Some reasons a girl might exhibit Princess Behaviour include:

- *Being a spoilt "only child."*
- *Being very beautiful and always pedestalsed from an early age*
- *Coming from a rich family*
- *Having dated provider guys before.*
- *Having a traumatic background with an absent father.*

I've found that many girls from Russia and the Former Soviet Union countries show high levels of Princess Behaviour because of the strong Male-Female Polarity in their cultures where a man is meant to be strong.

Even though non-reactivity is a key part of Frame control in terms of overcoming her tests, you need to make the boundaries clear just as any good teacher or parent would. To prevent Princess Behaviour, I use the Boundaries On Bullshit (B.O.B) approach—short, sharp reminders based on the Royal Flush principle (page 167).

You need to demonstrate who's holding the Frame (page 25), and remember the Man is the Rock (page 66). If B.O.B doesn't work and the red flags keep appearing, it's time to cut your losses and move on.

71) Should I take her to dinner and / or pay for drinks?

Forget the *Disney Romance Myth* of 1950s-style dates comprising candlelit dinners, the cinema or trips to the theatre. You can do all that stuff after you've slept with her. Giving off provider Sugar Daddy signals will backfire, because she'll think you're trying to impress her with wealth in order to be her boyfriend.

Don't take her to expensive restaurants or cocktail bars. Eating in front of a stranger is never sexy, and good sex is not going to happen on a full stomach.

A normal café / pub is perfect for the first date venue, followed by a regular bar. It's fine to pay for the first round of drinks, then let her buy the second if she's not a poor student. Never brag about your money or your successes. She should pick up on all of this from the way you behave like a boss. Be the lover, not the provider (page 30).

72) She comes on the first date but then I don't see her again. Why?

If she came out on a date, then it's a big positive sign. If it crashes and burns on the date, then this might be because of you...

- *not leading and escalating (verbally / physically).*
- *not passing her tests.*
- *making bland chit-chat and sinking into comfort quicksand.*
- *trying to brag, show off, or show how "interesting" you are.*
- *being socially uncalibrated and misreading signals.*
- *maintaining a friend-to-friend polarity instead of man-to-woman.*

Very occasionally, a girl won't come out on a second date because a guy over-escalates and is too "on," but this is rare for most hustling students who come from Nice Guy backgrounds. Look again at the Torero Dating Model (page 56) and the Date Hustle techniques (page 161) to compare your typical dates with what I recommend.

73) How do I feel less awkward with sexual tension and escalating?

Understand that sexual tension between a guy and a girl is, by definition, awkward. And that's what makes it electric. Guys usually break it by laughing, talking too much, or displaying various nervous ticks.

Get used to sexual tension by:

1. *Making a Statement of Intent* (page 112).
2. *Practising Tiger Eyes* (page 110) of increasing duration.
3. *Vacuuming* (page 122).
4. *Physically escalating* (page 183).

Resist the temptation to break sexual tension. Let her be the one to blush, giggle and start to ask questions.

Escalation is very rarely as smooth as in the movies. Instead it's stop-start, unpredictable, and clunky. Many guys wait for the green light, taking their time, and waiting for the Hollywood-esque moment that rarely comes. It's the guy's job to lead, not the girls, so you have to go for the kiss, and you have to ask her back to yours.

Execute the Date Physical Escalation Sequence (page 183), starting small and working your way through the steps over consecutive dates. Remember it's two-steps-forward-one-step-back. The more dates you do, the better your calibration will be.

74) What do I do if I have bad logistics?

Remember that YOU are in charge of logistics, so it's your fault if they go wrong.

If you can't bring a girl back to your place (perhaps you live with your parents) then try going back to hers by giving a plausible reason - to charge your phone, to use her bathroom, to see her cat - and leading strongly.

If that's not an option either, then have a ready alternative: your car, a local park after dark, a plush disabled toilet in a nice bar, or the room of a friend who has agreed to help you out.

In the worst case, get a cheap hotel in the centre. This is a bold move, since she'll know exactly what that means, but if things are already passionate then it can work. In Asia you can use "Love Hotels" by the hour.

Always have a condom in your wallet. Always have a bottle of wine at your place. Always be the one who's leading. The girl is relying on you to escalate and overcome logistical problems, because that's your role.

75) I keep getting token LMR on the bed. What can I do?

Token LMR is to be expected as part of the seduction dance that comprises two steps forwards and one step back. However, if you keep getting girls back but they're not sleeping with you then:

1. *You've pulled too fast, and she needs more comfort.*
2. *Your escalation has been clunky, not smooth.*
3. *You're coming across as too eager, too horny, too desperate.*
4. *You are getting defensive and failing her tests by arguing / debating.*
5. *You're not persistent enough, and you're giving up too easily.*

Look again at techniques dealing with LMR (page 190) and the use of the Royal Flush (page 167) as a last resort. Bedroom escalation takes practice and calibration so that it comes across as persistent but not needy.



E) RELATIONSHIP HUSTLE QUESTIONS

76) What's the fairest way to end things with a girl you're seeing or dating?

A clean break is what's important. Tell her face-to-face in a public place if possible. Be considerate, but stand your ground, and don't send mixed signals.

Let her know that she's a great girl, but you're a guy who *"wants to travel, to roam, to take risks, go on adventures and not be tied down for now."* She may well tell you that you're *"selfish"* and a *"player"*, but this reaction is the price you pay to keep your freedom.

Don't contact her after the split for at least a year. The wound needs to heal, and you delay this process each time you see her or message her. Once she's got another boyfriend, and you're seeing other girls, then there's a chance of you genuinely becoming friends in the future. But *not* friends-with-benefits.

Remember that a hot girl always has orbiter guys waiting in the wings, whether she knows it or not. Girls in their late teens, twenties and early thirties have the upper hand in the dating market, so don't worry that she won't find someone else. As harsh as it sounds, it's true. It's usually men rather than women who fall apart after a break up, because of the neediness triggered by scarcity and affection addiction.

77) How do I avoid Oneitis with a girl?

Oneitis means obsessing about one particular girl, to the extent of trying to "cling onto her" or "get her back."

Look again at the Myth of The One (page 81). Oneitis comes from neediness as a result of affection addiction and scarcity of options.

If you feel the Oneitis feelings creeping in, then get more options by cold-approaching intensely and gathering more leads. Meet your affection needs by getting it from multiple sources.

Remember that no matter how many girls you've dated or slept with, every guy is susceptible to Oneitis. It sneaks up and bites you on the bum. Human emotions are powerful things, but it's critical to recognise Oneitis symptoms and deal with them decisively.

Spot Oneitis by asking yourself:

- *Do you think of her as "being different from all the others" such that the usual rules (of the Game) don't apply to her?*
- *Are you longing for her to text or call?*
- *Do you get sentimental about your past with her?*
- *Have you stopped socialising or speaking to other girls?*
- *Has she taken the Frame? Do you feel emotional and weak around her?*

Counteract these symptoms by hanging out with male friends, cold-approaching, and distracting yourself in whatever way you can. The movie "Swingers" portrays this perfectly.

78) How do I "deep convert" a girl so that she falls in love with me?

Don't take this question lightly; it's often asked by a new guy who simply wants to get a girl to sleep with him. In its true form, this question is far darker and more serious, involving pimp-style game. If you really want a relationship with a girl and see her as a potential life partner then the technique can be justified, but if you've no intention of settling down with her then deep-converting a girl (then letting her down with The Sting) is going to really hurt her.

To get a girl to fall hard for you, you've first got to attract her, date her, and seduce her in the normal way. Sleeping with her as quickly as possible is recommended, because - once the sex is out of the way - you can employ some of the following techniques:

- ** Keep her coming back for more sex by giving her the best sexual experiences of her life (page 192). Ensure that she cums, and that the sex is wild.*
- *Bond with her by letting her sleep over, do couple-like things together, and create a wealth of shared experiences.*

- *Combine the above with unpredictable periods of silence, coldness and pushing her away covertly. You can't come across as a needy beta.*
- *Give her the full spectrum of emotions. Let her into some of your vulnerabilities and get her to do the same.*
- *Take her away on spontaneous random mini-breaks.*
- *Subtly create jealousy with hints of other girls in your life.*
- *Flirt openly with other girls when you're out with her.*
- *Create drama and emotional roller-coasters. Calmness is bad.*

Remember that the chemicals of "falling in love" are very powerful, and trying to deep convert a girl you've no real interest in is a cruel thing to do. If you've ever had it happen to you, then you'll know what I mean.

79) How do I get my ex back?

By now you should know why you shouldn't be asking this question, because a guy asking this question is most likely coming from a place of scarcity and is exhibiting needy Oneitis (see Question 77).

You should never be chasing a girl, since the Frame is all wrong if you do. Remember the quote: *"In any interaction, the one who needs the other the least has all the power."*

The fact that you broke up (and she most likely left) is that the polarity got reversed and the correct Frame collapsed. The only way she'll come back is if you:

- *Vacuum. Go silent. This push-away might counteract all the pulls you've been trying. This might take months.*
- *Increase your masculine polarity so she notices: hit the gym, go travelling, do well in your business, be social and energised.*
- *Use jealousy / pre-selection. Make sure she knows you're back out there flirting and dating.*

If you do get back together, you're going to have to strictly monitor who's in the driving seat. You're going to have to re-ignite her lust

for you by being a beast in the bedroom and not falling into the trap of craving her affection. It's much safer to begin a new relationship with a different girl rather than trying to fix an already damaged relationship.

80) How can I see multiple girls?

Street Hustling is designed specifically for the purpose of being a polygamous player, even if you only do it for a few years before hanging up your player gloves.

Refer back to the different Types of Relationships (page 196). Remember that if you're going to have casual sex with a few different girls at any one time, then they need to know your intentions. You don't need to rub their noses in the fact that you're seeing lots of girls, but they should realise that you are. If not, then give them The Talk that I describe on page 198.

Resign yourself to the fact that girls will come and go. Even if they say they're happy with casual sex, they will all eventually try to turn it into something exclusive that is in their evolved interests. Watch the 1966 version of "Alfie" with Michael Caine—a master class in how to see multiple girls as a player rather than a provider.

81) Is it wrong to date a girl who's already taken?

"All is fair in love and war."

Guys forget that the Game is what it is. There are no "morals" to the evolutionary impulses of reproduction; it's a blind system that has evolved as a mechanism for replicating DNA.

It's not for me to dictate the basis of your own moral belief system. For some guys it's acceptable to sleep with a girl who's got a boyfriend or husband, and for others it's totally not.

Personally, I have slept with many girls who have a guy of some sort in their lives. If she gives me her number, comes out on a date, and openly flirts back with me, then she's obviously made the decision that she wants to play the field.

I've had women going through divorces, and girls who are in the process of separating from their partners, both of whom who have thanked me for seducing them and making them realise that they are still attractive to guys.

82) After sex, how do I keep her around / attracted?

This is another red flag question, since it's suggesting an upside-down Frame.

After sleeping with a girl, you should be trying to keep her at arm's length. She should be trying to come back for more while you're too busy with other girls or things in your life.

Her being attracted to you is a given because she slept with you. And because you've given her the best sex of her life (page 192), she should be addicted.

To sustain the correct polarity and Frame, remember that when you gently push her away, she'll want you even more. Therefore:

- *Don't always be available.*
- *Don't be predictable.*
- *Imply you're seeing other girls. Jealousy is powerful.*
- *Maintain your high male SMV.*
- *Create drama, not calmness.*

If you've been sleeping with her for a while and you think she's "relationship material," then start to do more couple-like things together: going out to dinner or the cinema, taking days out, and letting her sleep over more often. But be very careful which girls you do this with and when, because it's a very slippery slope to the commitment that you might not really want.

83) Is having a girlfriend / getting married weak or "beta"?

As I've mentioned previously, it's not for me to say what another man should choose his life to be like:

Some guys go for the blissful ignorance of marrying their school sweetheart, having kids, getting a great career, and enjoy being the family man.

Some guys have their "player years" of hustling for sex before settling down with the girl that "clicks," but all the time holding the Frame.

Some guys choose to remain perpetual players who live their lives on their terms—having casual sex from multiple affection sources, travelling and pursuing hobbies, and focusing on friends and family.

Which life you live is up to you. But as I summarise in the Types of Relationship section (page 196), you should be getting a girlfriend or wife from a place of strength... not from one of weakness. You should have enough experience with girls to know the rules and core principles of Game well enough so that your relationships don't end in car crash situations.

Your relationship with a girlfriend or wife is only "weak" if she's calling the shots, she's taking on the role of the man, she's bossing you around, and she's entrapping you. In other words, if she's holding the Frame and the polarity has been lost.

This book has been about encouraging you to go out and get that abundance with girls, learning about correct hard-wired Male-Female Polarity and a strong healthy Frame. Only with this under your belt should you then think about hanging up your player gloves.

84) I'm in a long term relationship and want to improve it. Any tips?

The common problem in most medium-to-long-term relationships is that the man-to-woman Frame slips. Sexual chemistry gets replaced by affection and friendship, the girl takes on masculine roles, and the guy forgets about correct polarity.

There's a biological reason why the excitement and sexiness of a short term relationship fades (page 201), but this doesn't mean a man can't keep the Frame.



To stand the best chance of staying together long term, consider the following:

1. *Maintain a strong Frame ("It's my way or the high way").*
2. *Keep your own friends and hobbies.*
3. *Lightly flirt in front of her with other girls to trigger jealousy.*
4. *Have time apart (Vacuums) to reignite her scarcity feelings.*
5. *Show a willingness to walk.*
6. *Noticeably raise your SMV by hitting the gym, dressing sharper, and hinting at other girls.*

Remember that passion is non-negotiable. If you're having to persuade your partner to give you a blow job or sleep with you, then it suggests the Frame's all wrong. Give her the gift of chasing you, and flip the key Attraction Switches (page 60) to get her lusting after you.

85) I'm a Christian guy waiting until I get married before having sex. Can I still use your daygame and dating structures?

You can indeed use the same LDM (page 50) along with the texting and dating models (page 54 and 56). Just don't pull the final trigger.

However, you should be aware that a woman's sexual desires - whether she acts on them or not - are hardwired and run deeper than religious beliefs. Look back at the Pressure Cooker Effect (page 89). If you're raising her buying temperature but not following through with sex, she may well go and get it from another guy.

If the girl doesn't hold the same strict religious beliefs as you, then most likely she won't stick around to date you. Sex has to come before getting into a long term relationship, otherwise all the sexual tension clouds judgement and blinds you from each other's characters and compatibility.

Sex is a natural, healthy part of life that shouldn't be repressed or made shameful.

F) GENERAL HUSTLE QUESTIONS

86) What's your opinion of online "male rights" forums?

Despite having good intentions, such online male movements soon descend into bitching. I steer clear of online negativity from any source, and I warn students away from internet forums where men with victim mentalities are whining and gossiping.

It's crucial not to see women as the "enemy" or believe that there's a giant conspiracy against you. The only conspiracy is *you against yourself*. As Jim Morrison said, "*women seem wicked when you're unwanted.*"

Removing themselves from the Sexual Marketplace and running for the hills is an option taken by some men who bury their heads in the sand and log on to complain about how "evil" women are. I don't see this as a healthy strategy at all.

Protect your vibe from negativity as much as you can. Love what you do, and be passionate about Game. Remove negative influences from your life, take control, and make yourself personally responsible for the choices you take and the things that happen to you.

Game is a mirror, not a mask (page 79). Don't get angry about what you see staring back at you, and instead use it as fuel for enriching your life with positive infield action.

87) I'm confused. Which pickup method / company / product / instructor should I follow?

Review the Universal Blueprint (page 46). Although different methods, companies and instructors put their own spin on it for different environments and energy levels, the underlying structure of any pickup is the same.

Based on your age, personality and energy, I'd definitely make a choice between night game and daygame, because the calibration is rather different despite it being the same basic Blueprint in both cases.



If you're thinking of getting coaching, make sure the instructor is known in the community. Does he use wireless microphones, demo in front of you, and undertake 90% infield training? Classroom-based bootcamps are counter-productive, as it's just more mental masturbation and action avoidance.

Beware coaches who encourage you to "be yourself" and "be authentic." Simply making you approach, with no other changes, is something your wing could do. So be warned of those companies that take your money simply to tell you what you want to hear. Listen to those who tell you that this takes time... because *it does*.

88) Are you a sexaholic? How can guys avoid becoming one?

A sexaholic is someone for whom lust (and porn and / or masturbation) has become an addiction. It means you simply can't stop.

Throughout my daygame journey I've always known it's the hustle rather than the sex I've been addicted to. For me, it's all about the chase, and I often lose interest once I've got her into bed. The more complex the hustle, the better, and it's understanding the chess-like moves that really fascinates me. The Las Vegas Case Study (page 284) is a good example.

If you feel like you're addicted to the act of sex itself, then try a break period away from Game. See how long you can go without having sex or watching porn, as this will give you an idea of where you are with it.

Many players get hibernation girlfriends to help them take a break from cold-approaching. This means monogamous sex with one girl for a while, which also provides respite from endless new partners.

If think you have a sex addiction, you'll need to seek professional help because I'm not qualified to advise you.

89) I get Friend Zoned a lot in my social circle. How can I escape?

The trouble with tribe-sized groups - at school, college, work, or in friendship circles - is that once the hierarchy and roles are set, they're very hard to break. Social circles are inherently based on rapport and

cohesion, so becoming the womaniser in such an environment is much harder than when cold-approaching. Getting out of the Mr. Nice Guy friendly box and into the lover box in a situation like this is tough, since the Frame has been set.

It's much easier is to begin a new social circle in which try out your pickup skills. Join a new local club or class where people don't know you yet. Start as you mean to go on in the new social circle—in flirty guy mode, not being afraid to be seen as the "guy who likes pretty girls." Avoid Snake Seduction (page 87) by letting girls know what you want.

Be the instigator of the group: the guy who organises social gatherings, the guy who takes action with a grin on his face. Add value for everyone through positivity and leadership.

We put *ourselves* into the Friend Zone by hiding our intent and pretending to girls that we're happy to hang out platonically. Obviously you won't have to "escape" the Friend Zone if you never put yourself in there in the first place.

90) How do I improve my social intelligence?

Social intelligence is much more useful in life than IQ. Someone who can read social cues well, who is calibrated, charming and persuasive will go farther than someone who has brains alone.

Simply being out doing daygame in the field will build your social intelligence muscle. Each date you go on will improve your calibration far more than any amount of theory. Remember that cold-approaching is where the rubber meets the road. It's very true that 1 year of daygame will give you more social intelligence than 10 years of "normal" socialising.

Make use of every opportunity to at least observe the social dynamics in action, even if you're simply sitting on the train or in a coffee shop and not actually cold-approaching. Watch couples or groups, and make a mental note of the following:

- Who is making the decisions?
- Who is leaning in and who is leaning back?



- *Who is charismatic or witty?*
- *Who seems timid and nervous?*
- *Who has an upwards-inflecting voice?*
- *Who seems carefree and relaxed?*
- *Who is hiding their intent and who is being direct?*

Observe people as much as you can when you're out and about, from their body language to their style. Look at couples and think about their relative SMVs.

91) Can you be friends with a girl?

If she's a girl who you find physically attractive (and could hypothetically date or sleep with) then no, you can't honestly be friends with her.

Guys who say you can are most likely stuck in the Friend Zone and have possibly become White Knights—men who pretend to “save women from the bad guys” whilst secretly wanting to hook up with them as their reward. Such guys may well be running Snake Seduction schemes (page 87).

Girls will immediately argue against this, telling you that they've got “lots of male friends” whereas most guys (unless they're gay) will instinctively understand why this can't be so.

A girl can indeed have male friends who are gay, or who she's already slept with or dated. In other words, you can be friends once sexual tension has dissipated... or wasn't there in the first place.

If you're still not convinced, try this experiment. Next time you look at a girl who you think of as your friend, ask yourself a simple question:

If she was sitting on your bed naked, asking you to sleep with her, would you?

I tell girls and guys who still debate this to watch the movie “When Harry Met Sally”; a movie dedicated solely to this question. If a girl I'm daygaming or on a date with hints at us just being friends, then I'll give her this talk:

“Listen, I'm a guy and you're an attractive girl, it would be a lie if I just pretended to be your friend. If a guy says he is your friend then he's secretly thinking about wild sex with you, unless he's gay”

92) What male characters in films and TV are good to learn from?

Classic alpha males and players on screen demonstrate a lot of the Street Hustle qualities discussed in this book. You must remember, though, that these are works of fiction that often take things to the extreme. They often have amplified Dark Triad themes (narcissism, Machiavellianism and psychopathy) that lead to Macbeth-like ends.

The characters (and indeed the actors who play them) usually exhibit the following behaviours: *swagger, cockiness, boldness, aloofness, cheekiness, arrogance, charisma, rebelliousness, dominance, directness, slowness, being grounded, persistence and adventure.*

Here are some examples:

- *Daniel Craig as 007 in “Casino Royale”*
- *Vince Vaughn in “Wedding Crashers” and “Swingers”*
- *Michael Caine as “Alfie”*
- *James Dean in “A Rebel Without a Cause”*
- *Steve McQueen in “The Great Escape”*
- *Robert Downey Jr. in “Ironman”*
- *Javier Bardem in “Vicky Cristina Barcelona”*
- *Brad Pitt in “Fight Club”*
- *David Duchovny in “Californication”*

93) Where in the world is “Pussy Paradise”?

Guys are always dreaming of a place on Earth where the rules of the Sexual Marketplace don't apply, where there is no hustle, and where hot, horny, available girls grow on trees. This lost SMP Atlantis doesn't exist and never did. The rules of the Game are written in stone: High SMV girls sleep with high SMV guys.



However, there are some cities and countries where your individual Street Hustle skills put you at a distinct advantage. In economics, this would be called "arbitrage", which is...

"The practice of taking advantage of a price difference between two or more markets, capitalising upon the imbalance."

In daygame terms, this means going to a city or country where your male SMV is higher than in your current location, but where you won't be hustled yourself by girls who want your passport or money.

The country where you will do well will depend on your personal SMV (including your look, your age, and your race). Some guys do best with Scandinavian blondes, and some do better with brunettes in Spain. Some Street Hustlers do well in Sydney, yet Vegas works well for others. Try out your hustle in different locations to see what works for you. My hustle will be different from yours.

Be wary of countries like Thailand, the Philippines or the Dominican Republic, where girls will sleep with you not because of arbitrage, but because of cold hard cash. They're running the first win-lose Bait & Switch hustle on you.

94) How does being black / Indian / Asian change my Street Hustling?

Look back at the "Pussy Paradise" question (page 277) and the meaning of arbitrage. You need to find which girls from which countries respond best to your daygame value proposition. I explain this further in terms of considering which nationality of girls is easiest.

Remember that your SMV is subjective and relative.

Definitely polarise your look, and play to your strengths. Fit a strong archetype rather than trying to blend in, since there will be girls out there who go for it. But if you have a distinct accent from your motherland, then consider getting voice coaching if girls are stereotyping you negatively because of it.

Look back at the Universal Blueprint (page 46), and remember that what attracts and seduces girls is hardwired. Ultimately it's the way a guy behaves that determines if a girl is attracted, not just how he looks on the outside.

95) How do I become a daygame coach?

To become a daygame coach you need to excel in two areas: seducing girls through tight pickup skills, and knowing how to *teach* those skills.

No one should get into Street Hustling just to make money by becoming a coach. First and foremost, you must love pickup. You've got to immerse yourself in the player lifestyle for at least two years, gaining as many varied experiences as possible. You need to have slept with enough girls from cold-approach pickup so that you've seen most scenarios infield—from the initial approach, to texting, dating and in the bedroom. For most players this means more than thirty girls.

Being a good teacher means knowing how to break down and patiently explain what you're doing to someone else. Start off by helping less experienced wings infield, then start coaching guys for free. Build up to charging for your services as your reputation grows.

Because daytime pickup is a niche business, take a content-marketing approach to what you do by providing as much value as you can to the community for free before asking for financial payment in return. That means blogging, vlogging, giving talks, publishing material and helping others.

96) Should I give up masturbating / porn?

There's no one answer to this question, which is commonly debated in the pickup world. You have to experiment to see which of the following is right for you:

For half of guys, giving up porn and masturbation improves their level of horniness. They have a greater energy and desire to get out there, infield, and hustle because of their "blue balls." For the other half of guys, masturbation actually increases horniness and energy levels, since it keeps sex on their minds.

As long as porn is not an addiction or an excuse not cold-approach at all, then there is nothing fundamentally wrong with it. Only you'll know how it affects your Street Hustling results.

97) I don't want to go out to "do daygame." Can't I just integrate it into my usual day-to-day life?

This is a common question posed by guys who want to "be themselves," "be authentic," and avoid the harsh truths of the Sexual Marketplace. It's actually a sneaky weasel to not approach.

As stated many times in this book, daygame is a practical skill you can learn, just like learning a sport or a musical instrument. Practice makes perfect, so it's all about diving in and learning from your mistakes. Anyone who's really got to grips with the Street Hustle toolkit has usually spent between one and two years immersed in it. Only then, when you've internalised the rules and skills of the Game, can you then do things on autopilot. Your old bad habits will have been replaced by strong new ones.

That's not to say you can't or shouldn't approach an attractive girl you come across in your day-to-day life. But when starting out, you should use dedicated daygame practice sessions (3-5 times a week, 30-50 sets) to gain momentum and build vibe.

98) Is the player lifestyle sustainable? Will you "settle down"?

Guys often ask this question from a judgemental frame that is rooted in jealousy. "When will you grow up Tom?" or "Why don't you do the right thing and get married?" are commonly thrown my way.

However, asking how long a player can go on hustling is legitimate question. Read my answer to the question of how a guy's age affects his hustling ability (page 222).

As mentioned, an older guy can keep a high SMV as long as he's in shape, well-groomed and has a sharp set of Street Hustle skills. Some famous 50-year-old-plus bachelors include Al Pacino, Hugh Grant, and Bill Maher. But of course, their fame does help to keep their SMV high.

A guy's biggest asset is his freedom (of time and money), so there is nothing wrong with waiting to trade this for a long-term partner and kids. Don't let anyone shame you into to "settling down" before you choose to, and even then you should be holding the Frame and grabbing life by the horns.

99) What advice would you give a teenage guy still in school?

I had a traumatic time as a teenager in high school, suffering from bullying because of bad acne, thick glasses and my reversed bite. I was regarded as a geek and a loner, and there were absolutely no successes with girls—except one brief kiss at a disco with a girl who felt sorry for me.

If I could jump back in a time machine and go and give some advice to my 15-year-old self, I'd say this:

- *Even though school is your whole world right now, don't worry. Once you leave, you'll realise that those people and that environment are insignificant, and they don't define who you are at all.*
- *Speak up and get the acne sorted. Demand to see a dermatologist for the drug Roacutane, which is far more effective than ordinary antibiotics.*
- *Change your glasses for contact lenses as soon as you can. This will boost your self-esteem by 100%.*
- *Don't worry about the lack of success with girls in school. The real fun starts in your 20s and 30s in the big wide world.*
- *The people who might be bullying you now are the ones who'll end up in dead-end jobs and dead-end marriages within years of leaving school.*

Use your teenage years as a time to read up on Game fundamentals and social dynamics. Watch alpha men in films and on TV. Start small by expanding your sociability (sports clubs and societies) and build a small social circle if you can. Just remember that when you're 18 and you start a job or university, everything will change and you can really start to learn cold-approach pickup.

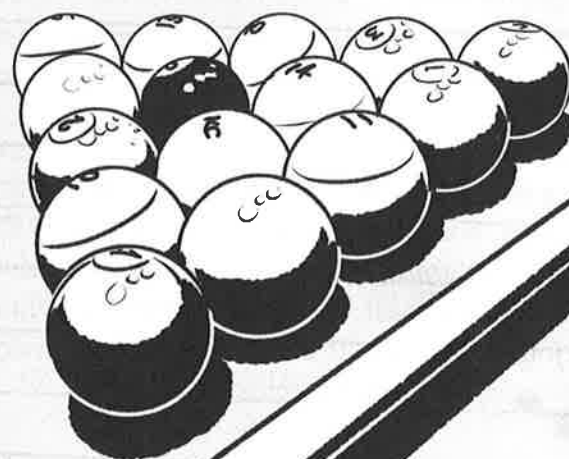
100) What type of training do you offer, and which type is the best?

Since 2011 I've taught hundreds of students across the globe, live infield. Each year I'm doing less and less live coaching in order to write and film more, to reach a wider audience.

If you'd like one-to-one infield training with me (day sessions, two-day sessions or residential programmes) then drop me an email to *tom@tomtorero.com*. Online Skype coaching is also a possibility for analysing audio infields or talking through sticking points and action plans.

The best type of training depends on your Street Hustle experience. A beginner will need a one or two-day session to learn the LDM fundamentals. Someone more advanced might just need a couple of hours to troubleshoot the blind spots. A guy who wants to learn fast will take a 5-day residential programme where we eat, sleep, and breath daygame 24/7 by living and daygaming together.

Remember that for any live training your daygame coach should be demoing infield and using wireless microphones so you can hear him and he can hear you. Action taking should far outweigh discussions about theory.



DIRTY DOZEN

- 1) Las Vegas Hustle Case Study
- 2) Alpha vs Beta Reminder
- 3) Street Hustle Coaching Tick List
- 4) Pimp Your Personal Profile
- 5) Shit Test Guide
- 6) Verbal Spike Guide
- 7) Torero's 10 Commandments
- 8) Counter-Intuitive Game Truths
- 9) Top 10 Pickup / Hustle Films
- 10) Top 10 Pickup / Hustle Books
- 11) Top 10 Pickup / Hustle Music
- 12) Glossary



1) LAS VEGAS HUSTLE CASE STUDY

It had been a long weekend. The scorching desert heat had made short work of us. First the dusty drive from LA to Vegas to teach a six-man bootcamp, then two days running up and down the Strip hustling with the students in the Nevada sun.



As alluring as the ringing of the slot machines or a full flush in poker was, we were all there for a much more exhilarating game altogether. It wasn't about hustling the casinos for their cash, but hustling girls for sex. Sin City has it all—tall, short, blonde, brunette, plastic or real. A Street Hustler's jackpot.

The six students, two other instructors (Dave and Jon) plus myself had kicked off the weekend training with a briefing around a table in a small conference

room at the back of *Paris* casino where we were staying. I felt like a General planning the D-Day landings as I pored through my flip-chart, explaining the seduction model and key logistics.

By the end of the second day, we realised that we'd overestimated how many daygame sets there'd be for the students to open on the Strip. During the day there were far too many families and elderly couples shuffling along the pavement. We decided to extend the bootcamp by taking the students to *Château* nightclub in our casino, to finish with a bang.

To get into the club we had to reserve a table and hire suits, because they weren't keen on letting nine guys in as regular punters. None of the instructors were fans of club game, but we needed to find more girls for the students to practice on. We had to queue up to get in, queue up again for the privilege of buying drinks, and I quickly remembered why I didn't like night game—all that shouting to be heard, the high energy needed to entertain the girls, and the provider guys sitting at their tables like fat hippos in

the mud trying to lure girls in with champagne. It all seemed like a mug's game.

It must be said, though, that the club was full of hot targets, so the students had lots of opportunities to open. Coaching was easier on the outdoor terrace of the club where the noise was low enough to run verbal game and I could demo and critique. The view from the terrace down onto the Strip was spectacular, with the dancing fountains of Caesar's Palace opposite, the faux Eiffel Tower in front of us, and Vegas twinkling with a million neon lights.

By 2am the bootcamp was winding down. The instructors and I had cigars and whiskey to celebrate how far we'd come in the three years we'd been teaching pickup—from humble beginnings cobbling together clients in London, to a sold-out tour of the USA. My co-instructor Jon suggested going across the road to the Cosmopolitan casino, so that he could flex his poker playing muscles. In its own way, poker had brought him to this strange lifestyle, and now with a beautiful girlfriend at his side as well, he had gotten his cake and was thoroughly enjoying eating it as well.

Dave and I were up for some Gutter Game on the late night casino floors whilst Jon played his poker. Watching the students open so many hot girls all weekend had gotten us hungry for targets ourselves. The three of us walked into the Cosmopolitan, with Jon's girlfriend in tow, like men on a mission.

Our spirits were high as we moved between the gambling tables and the bars under the glitzy chandeliers and mirrored walls. Within seconds of entering, Jon pointed out a slim brunette who was heading from the casino nightclub towards the exit. She was stunning, with high heels and a tight skirt (Jon always did have good taste). All eyes were on me as I started moving in her direction. "Just a warm-up" I thought.

The commanding Wheel of Fortune Stop worked well. She stopped dead in her tracks as I appeared directly in front of her. Our eyes locked, and there was a spark of sexual tension from the start. The CCTV camera operators in the casino must have wondered what was going on.

Her eyes widened as I delivered the compliment, then she giggled as I accused her of walking like a bird because of her heels. She said she was impressed by the boldness of the stop and the cheekiness of it all. Soon enough, the conversation evolved. She'd been in the club all night with friends from California, and had been approached all night by an endless stream of drunk guys hitting on her. She had left the club because her feet were hurting and she wanted some air.

I thought I'd struck gold when she seemed so dazzled by my approach. I presumed that it was in the bag, and I just had to ride it out. But an experienced hustler should know never to predict the outcome of a heist, however straightforward it seems. My first mistake of the night.

I suggested a "quick drink", she agreed, and we headed outside as my smiling friends looked on. I soon learned that she was staying at the *Planet Hollywood* casino across the Strip, next to *Paris*, so the bounce was simple.

We sat at a bar in the middle of the casino sipping cocktails amongst badly-camouflaged hookers and guys grabbing one for the road (in both senses). I began dialling down the attraction material, running standard rapport and getting her to tell me about herself. It turned out that she was in her early twenties and a yoga teacher in LA. She was in Vegas for a weekend with a group of friends who were still in the club. So far so good.

Gutter Game is always a fine balance between escalating fast and building necessary trust. Imagine it like running around naked on a frozen lake: unstable at best, blue balls at worst. I made sure of Spiking things out of comfort every so often, using Strawberry Fields to take things from social to sexual fast, constantly checking to see if there were any amber lights to move things towards seduction.

She seemed into it one minute, then distant and closed the next. I had to start getting things physical to see how much compliance I really had. Inspecting her tattoos and jewellery was the perfect way in, and - because she didn't back off - I moved on to holding her hand and laying on some deep eye contact.

There was a possible spanner in the works though, and it wasn't all that surprising when she mentioned that she had a guy back home. I could see the mental battle between her forebrain and hindbrain written all over her face. Loyal girlfriend or Secret Society adventure? I had no idea which one would triumph.

I felt things slipping away as the clock moved towards 3am. My instincts told me to pull; to lead and escalate. Holding deep eye contact I moved forward and kissed her, making out as the other bar punters grinned around us. It was definitely time to bounce.

For plausibility I suggested "*one last drink*" in *Paris* casino next door, knowing that there I'd have control of logistics with an empty room. As soon as we reached the door of *Paris*, she shook her head and said she wanted to go back to hers. Sometimes in Game you have to lose the battle to win the war, so I grudgingly agreed and we retraced our steps back to *Planet Hollywood*.

The window of opportunity for the lay was getting shorter and shorter, like the skirts of the girls falling drunk into taxis with guys at this time of night. As we found ourselves back on the casino floor, she told me about her gay friend who might well be sleeping in her room by this point in the night. I knew I had to give it one last shot and burn the set to the ground, so in true Vegas style I put all my chips on one final move.

I gave no reason, but I told her to show me her room. She didn't verbally respond, but just started heading to the back of the casino. Giving the girl the power to lead is usually the wrong move, and in this case I immediately thought I'd messed up as we seemed lost in the intentionally confusing maze of slots, tables, corridors and lifts.

My luck changed as the elevator doors opened and we were just feet away from her room. So she did know where she was going, after all. I was so tantalisingly close now that I could almost see her naked. We just had to take the key, open the door, and rip each other's clothes off. Easy.

I waited for her take out the key from her purse... then I waited some more...only to then get a sheepish shrug and a wry smile as she presented her empty bag to me, as if she was some sort of shitty magician. She didn't have the key. ARE YOU FUCKING KIDDING ME!?!

Defeated, she slumped against the wall and decided to wait until her friends came back. If there is such a thing as a "walk of shame" after sex, there also is a walk of horniness before sex—where you will move oceans if necessary to get laid. I snapped to my senses and took the reins once more. *"Let's go down to reception and get another card"* I said, pulling her up.

It felt like my luck had run out. The seductive bubble we'd had when flirting and kissing had burst. She was agitated about getting into her room, and I was trying badly to look composed and hide my horniness as we rode the elevator down to reception.

More bad luck—her name wasn't on the hotel register; only her friend's was. Staff said they'd accompany her upstairs and let her in if she could identify some of her luggage. Two burly female security guards came up with us, both of them staring suspiciously at me. I played the White Knight, and added that I was just making sure she got back safe from the club.

Back at the room one of the security guards opened the door, went inside, and came out seconds later with a puzzled look on her face. *"Maaam, there's a male sleeping on one of the beds, do you know who that might be?"* she asked. As I heard this, my brain had gone to DEFCON-4 and was melting under the pressure. She went with them inside to identify the mystery male.

Unsurprisingly, it turned out to be the prophesied friend, now smelling of every liquor to be found on the Strip, lying nearly-naked face down, completely oblivious to the world. Fortunately, though, the room had two double beds.

After identifying some of her cosmetics in the bathroom, the guards finally left. *"Let's wake him up and carry on drinking"* the girl beamed, once again self-sabotaging the lay. Girls will often try to derail the

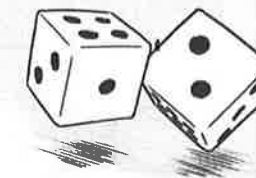
train at the last minute as their forebrain-hindbrain conflict kicks into overdrive. She shrieked with joy as she tried to wake the gay guy up by spanking the bright orange retina-burning speedos he had on. I got ready to walk.

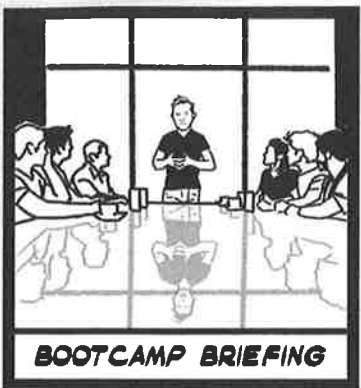
Luckily the guy was completely out for the count, and she'd burnt herself out with all the giggling. I went over to the large windows looking down onto the neon madness of the Strip and closed the curtains. Time to pull the trigger.

We collapsed onto the second double bed, her kicking off her heels and snuggling up to me. *"Only sleeping, no sex"* she said with a smile, at the same time initiating kissing and hand wandering. Classic token LMR requiring two steps forward, one step back. The make-outs turned to biting and hair pulling as I pressed my leg into her crotch, hitching up her skirt. The small moans and groans signalled that it was time to put all my cards on the table.

I took off my trousers, telling her I was *"too hot"* as we got under the duvet. Pulling aside her panties I fingered her until she was gasping. With my boxers off, I entered her, soaking wet, her tight yoga instructor body underneath me. The sex was loud and explosive after all the build-up.

As dawn broke over Sin City I picked up my crumpled clothes from the floor, got dressed in the half light, and stumbled out of the room into the elevator. Glimpsing my dishevelled state in the shiny mirrored panels a, wide victorious smile broke across my face. Gotta love the hustle!





2) ALPHA VS BETA REMINDER

| BETA "NICE GUY" | ALPHA "PLAYER" |
|----------------------------------|----------------------------------|
| Follower | Leader |
| Leans in | Leans back |
| Avoids risks | Takes risks |
| Makes chit-chat | Flirts |
| Hides his intentions | Lets her know what he wants |
| Speaks softly | Speaks strongly |
| Hesitant | Has conviction |
| Serious, logical vibe | Fun, playful vibe |
| More thought than action | More action than thought |
| Blends in | Stands out |
| Passive-aggressive | Makes his feelings known |
| Platonic friends with girls | Only Friends-With-Benefits |
| Wants to rescue girls | Wants to fulfil girls' desires |
| Buys girls things | Gets girls to do things for him |
| Pacifies | Persuades |
| Glass half empty | Glass half full |
| Needy because of lack of options | Indifferent because of abundance |
| Polite | Cocky |
| Follows rules | Breaks rules |
| Conformist fashion | Image makes an impact |
| Provider | Lover |
| "Gets lucky" | Can repeat his results |
| Waits for the "right time" | Follows his desires |
| Emotes | Acts |
| Wants to "connect" with girls | Wants to sleep with girls |
| Indirect | Direct |
| Shy | Self-confident |
| Verbal | Physical |
| Pleases girls | Causes drama |
| Predictable | Spontaneous |
| Tries to entertain | Tries to escalate |
| Slumped | Swagger |
| Feels unworthy | Feels entitled |

3) STREET HUSTLE COACHING TICK-LIST

NAME: _____

AGE: _____

HEIGHT: _____

WEIGHT: _____

GROOMING: _____

STYLE: _____

NUMBER OF DAYGAME COLD APPROACHES TO DATE:

- > STREET _____
- > INDOORS _____

VOICE PITCH: Low / Medium / High

VOICE SPEED: Slow / Medium / Fast

VOICE VOLUME : Quiet / Medium / Loud

EYE CONTACT: Poor / Normal / Good

SMILE / SMIRK : Serious / Normal / Good

DOMINANCE: Weak / Normal / Good

LDM LINEAR STICKING POINT:



AVERAGE LENGTH OF INTERACTIONS: _____ minutes

1-10 SCALE (0 = weak, 10 = excellent)

OVERCOMING APPROACH ANXIETY _____

OPENING STRONG _____

STACKING _____

TEASING / SPIKI _____

CHALLENGING _____

STORYTELLING _____

IDENTIFYING TOPIC _____

STAYING ON TOPIC _____

RECOGNISING HOOK POINT _____

GETTING HER TO INVEST _____

RAPPORT _____

CLOSING STRONG _____

STATE CONTROL / POSITIVITY _____



TOOLBELT TICKLIST:

- 1) NUMBER CLOSING _____
- 2) I-DATES _____
- 3) WALKING GIRL _____
- 4) WAITING GIRL _____
- 5) GIRL IN SHOP _____
- 6) SEATED GIRL IN CAFÉ _____
- 7) TWO-SET _____

STRONGEST WEASELS:

- * _____
- * _____
- * _____

OVERALL STRENGTHS:

- * _____
- * _____
- * _____

OVERALL AREAS TO WORK ON:

- * _____
- * _____
- * _____

PLANNED SCHEDULE:

| Mon | Tue | Wed | Thu | Fri | Sat | Sun | TOTAL |
|-------|-------|-------|-------|-------|-------|-------|-------|
| _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ |

4) PIMP YOUR PERSONAL PROFILE

It's lucky that girls always ask the same questions during daygame and dating. Ironically, they are the boring interview-style questions that I encourage you not to ask a girl.

Consider every question that a girl asks you before you've slept with to be a Frame Test as she assesses your true SMV. Don't immediately reply to her question with a standard, boring, logical answer. Have something prepared in advance that is witty ("cocky-funny") before giving her the real answer. Be surreal, daft, edgy and - most importantly - unusual.

Never apologise for an answer, back down, or try to please her. Just like with all Frame Tests, you trigger more attraction from her by calmly but confidently holding the frame.

There's no excuse to not be prepared for these questions, so read the example answers I give, then write your own "pimped up" answers below.

1) What's your name?

Tom, like Tom and Jerry...I'll chase you round the house in a love-hate relationship

2) Where are you from?

I'll give you some clues...it's a wild, wet part of Britain where we have a sheep fetish

3) What is your job?*International Sex Symbol and bodybuilder***4) What are you doing now?***Licking the lid of life*

Come up with a witty routine about your own name and place of birth. If you've got a dull job title, then spice it up with intrigue and colour. Think about the places you've travelled to and the things you're passionate about. Write it all down. Remember that girls respond far better to emotion rather than logic, so get creative.

*Oxford Street, Wednesday
Meet Jacqueline
*04789553243**

**5) FRAME TEST GUIDE**

Below are some more stock responses to other Frame Tests that girls will throw at you to figure out your SMV. Passing these means you successfully reframe.

The main two strategies that players use to overcome Frame Tests are:

- *Smirk and move on (the brush-aside)*
- *Agree & Amplify (Cocky-funny)*

The implementation of 1) is usually as simple as saying "ok" and then continuing in the direction you were leading. The second strategy requires tailoring your answer to the specifics of the test. Some examples of the second type are as follows:

- **How old are you?**
Too old for you. I'm 67, but I've had plastic surgery
- **Do you have a girlfriend / wife?**
I've got 5 girlfriends / wives, one for each day of the week.
- **Why are you single?**
I'm very specific...my selection process is rigorous.
- **Do you always chat up girls during the day?**
When I see something I want in life, I go for it, don't you?
- **You just want to have sex, don't you?**
I'm a guy you're a girl, it's my job to try, and it's yours to resist.
- **Is that a chat up line?**
Yep, it was voted the #1 chat up line of 1972.
- **What did you want again?**
I'm trying to subtly seduce you but you're making it hard.



➤ **Why don't you give me your number?**

So you don't hunt me down for child support when I do a runner.

➤ **Do you have any kids?**

I have one on every continent, and when they're old enough I'll hold a talent competition between them to pick a winner.

➤ **How many girls have you tried that on?**

You're the first one...in the last ten minutes.

➤ **We're not going to have sex**

You shouldn't even be thinking about sex with me. God, you're naughty

➤ [she texts] **I'm going to be 20 minutes late**

Minus 2 points, you buy the first drinks ;)



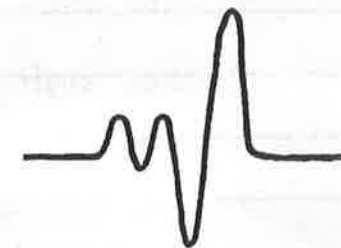
6) VERBAL SPIKE GUIDE

I recommend that all my students learn a handful of these flirtatious teases to use when Stacking and Vibing as well as when texting and on a date. I call them *Spikes* because they inject a shot of energy to pop the comfort bubble that traps men.

Most of them are playfully accusatory, implying that the girl is naughty, sneaky, too innocent, or coming onto you. This is what differentiates them from just being "jokes."

Pick ones you like, try them out infield, and come up with your own. Remember it's not the words themselves but the delivery and underlying vibe that's what gets them to work. A cheeky smirk and twinkling eyes are a must.

- *My mother warned me about girls from x.*
- *We're getting divorced.*
- *You smell nice, like my grandma.*
- *You and I would never work out.*
- *Your flirtation needs work.*
- *I can't take you anywhere.*
- *Oh, so you're one of THOSE girls.*
- *I'm the guy your mother warned you about.*
- *You're cute like a kitten...but kittens grow up to be cats.*
- *Don't get your hopes up, I'm not that easy.*
- *You don't get out much, do you?!*
- *Let's take this slowly, I don't want to get hurt.*
- *Stop undressing me with your eyes, I feel violated.*
- *What did you do before you met me?!*
- *I feel like I'm talking to my future ex-wife.*
- *Can you hear that? It's the sound of my heart melting.*

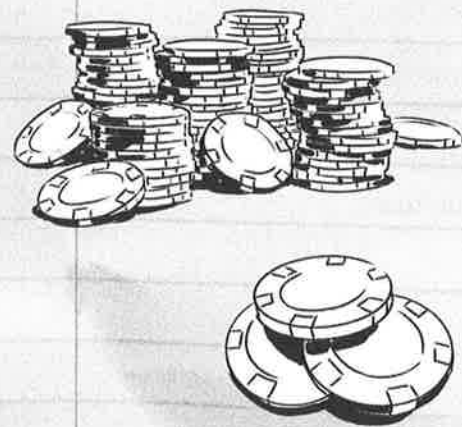


7) TORERO'S TEN COMMANDMENTS

1. Thou shalt build up thy SMV in all areas.
2. Thou shalt always hold the frame.
3. Thou shalt always be willing to walk away.
4. Thou shalt lead and escalate.
5. Thou shalt embrace rejection as thy teacher.
6. Thou shalt not hide thy dick.
7. Thou shalt not be ashamed of being a man.
8. Thou shalt give her the gift of chasing thee.
9. Thou shalt conquer procrastination with action.
10. Thou shalt take risks to escape thy comfort zone.

May your lives be happy, healthy and horny.

Tom Torero



8) COUNTER-INTUITIVE GAME TRUTHS

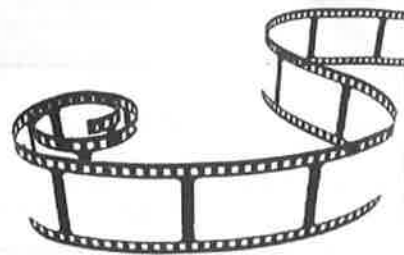
To an average beta guy with no knowledge of the Game, the following facts make no sense at all. But having read this book, you should be able to explain all of them.

- The more you talk to her on a date, the less likely it is that she'll sleep with you.
- Very hot girls often respond better to cold approach than merely cute girls.
- By going for the kiss and getting rejected, you stand more chance of sleeping with her than not going for it at all.
- 18 to 21-year-old girls are easier to sleep with than those aged 22+ because they're not so savvy or jaded about guys.
- Being in a long term relationship is an indicator of game that is weak, not strong.
- The more you need her, the less she wants you.
- Starting sex is easier when it's not on the bed, because it triggers less LMR. Instead, try the sofa, hallway, kitchen, rug.
- She's more attracted to you when you break rapport than when you build rapport.
- A cute "7" gets approached more than a stunning "9".
- She is nice to the guys she'd never sleep with, but frequently testy with the guys she would sleep with.
- The more drama you cause, and the more tears she sheds, the greater her attraction and addiction to you.
- The higher a guy's IQ, the lower his natural caveman-like abilities with girls.
- It's much simpler to fuck her casually than to date her seriously. Not easier, but simpler.
- Every time you "like" or comment positively on her Facebook or Instagram, a spark in her heart flickers and dies.
- Always hear the words "jerk" and "asshole" as "I'm thinking of sleeping with you".



9) PICKUP / HUSTLE FILMS TO WATCH

- **Alfie** (1966 version): Lover-provider spectrum, passing Frame Tests, questions about being a perpetual player or “settling down.” A masterclass from Michael Caine.
- **Swingers**: Contrast the vibe, body language and instinctive responses of Trent to Mike. Alpha vs Beta. Oneitis vs abundance. Bad for the Disney ending.
- **Oceans 11** (2001 version): Good for rat-pack vibe, brashness, daring, and cool. Also shows how women can be poached. Bad for Clooney’s pedestalisation of Julia Roberts and the provider signals.
- **Catch Me If You Can**: Great for technique and the hustler’s way of bending perception. Bad for the unresolved inner game and eventual SMV change.
- **Wolf of Wall Street**: Great displays of frat-boy asshole game. But too much provider game, and he frequently lets his girl out-hustle him.
- **Casino**: Brilliant for the contrast between the “Secret Society” James Woods and the beta Robert De Niro. Also a million red flags for Sharon Stone.
- **21**: Classic blackjack heist in Vegas. Good for showing how solid technique gives an edge. Ignore the romance plots and provider aspirations.
- **The Italian Job**: The original British caper metaphor. Another great Michael Caine case study.
- **Blow**: Similar to Al Pacino’s “Scarface” for showing the dark side of the cocaine hustle and why hedonism can backfire.
- **Life and Times of a Ping Pong Hustler**: Biopic of Marty Reisman. Good for showing charisma, style and a hustler’s struggles.



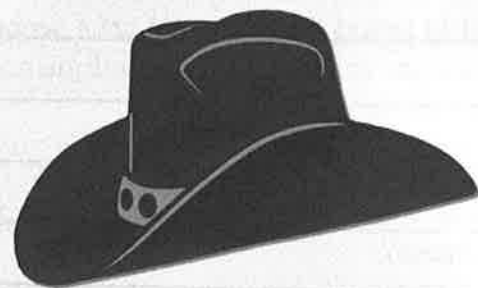
10) PICKUP / HUSTLE BOOKS TO READ:

- **Derren Brown: Tricks of The Mind** (mentalism, magic, cold reading, making careful statistical plays whilst debunking mystics and charlatans).
- **Robert Cialdini: Influence – The Psychology of Persuasion** (Seminal classic on marketing and persuasion by a Stanford professor).
- **Mystery: The Mystery Method** (First pickup book to apply evolutionary principles to Game. Very prescriptive, which is good and bad).
- **David Buss: The Evolution of Desire** (Accessible scientific summary of how evolutionary biology affects human relationships. Essential reading).
- **Robert Greene: 48 Laws of Power** (Dark Triad techniques explained, but rather jumbled and without practical experience from the author).
- **Rollo Tomassi: The Rational Male, Books I & II** (Important summaries of evolutionary reasons for “Red Pill” dating and mating truths).
- **Ben Mezrich: Bringing Down the House** (A true account of nerds winning against the House through solid technique and practice. Classic Vegas heist).
- **Iceberg Slim: Pimp** (Dark side of female psychology. Dangers of unresolved inner game issues. The blowback from win-lose style. Strong Frame techniques).
- **Robin Baker: Sperm Wars** (Detailed explanation of humans’ evolved mating strategies including cuckoldry and lover-provider).
- **Richard Dawkins: The Selfish Gene** (The original genetic explanation for Darwinian evolution. Essential groundwork reading).

11) TORERO'S TOP 10 STREET HUSTLE SONGS

Crank these up to full volume to give you a life-affirming "kick up the arse" when needed. I play them before daygame sessions or going on dates.

- **Chuck Berry** - *Route 66*
- **The Coasters** - *Down In Mexico*
- **Johnny Cash** - *It Ain't Me Babe*
- **Motörhead** - *Ace Of Spades*
- **Steve Earle** - *Tennessee Blues*
- **ACDC** - *Gone Shootin'*
- **Rolling Stones** - *Jumpin' Jack Flash*
- **Hank Williams** - *Lost Highway*
- **Jimmy Buffet** - *Pirate Looks At 40*
- **Rolling Stones** - *You Can't Always Get What You Want*



12) GLOSSARY

[TT] signifies a term coined by Tom Torero

AA: Approach Anxiety. The fear of going up to girls to try and seduce them.

Alpha: A male who sexually arouses a female.

ASD: Anti-Slut Defence. The things a girl will say and do to avoid feeling "slutty" because of family / friends / society judging her.

Assume Familiarity: Acting like you know a stranger by using friendly banter.

Assume The Sale: Act like the customer / girl has already agreed to the deal / close.

Attraction: The first phrase of the *Universal Blueprint* whereby a girl feels attracted to a guy.

Badass Buddha: The sweet spot between being the Bad Boy player and the chilled Good Guy. [TT]

Banter: Also known as "patter" in sales. The quick-fire, witty, playful teases between two people.

Beta: The typical reliable "Nice Guy." The opposite of an alpha, and a girl's 2nd choice.

Beta Bait: Provocative things women say to test how beta a guy is.

Blow out: Getting turned down when approaching a girl.

Blue Pill: Viewing women, dating, and relationships through a beta Disney lens.

B.O.B: Boundaries On Bullshit. Reprimanding a girl for her bad behaviour. [TT]

Bounce: Moving the girl from one place to another (e.g. bar to home).

Buyer's Remorse: The negative feelings a girl might have after sex because of being judged by others.

Buying Temperature: How sexual a girl is feeling towards you.

Calibration: How fine-tuned your skills are based on their appropriateness.

Charisma: The magnetic personal trait that balances power and warmth.

Cheeky: A British expression meaning to not show respect, but in a humorous way.

Close: Number-close (getting her number) kiss-close (kissing) or full-close (sex).

Closing The Loop: Finally having sex with a girl after a significant length of time, often occurring with Long Game. [TT]

Cock-Block: Someone (or something) that interrupts your set.

Cocky-Funny: Teasing a girl with a playful put-down or silly answer.

Cold Approach: Going up to a girl you've not met before, to try and seduce her.

Compliance Tests: Things a Street Hustler does in order to know where he is in the pickup, by judging how responsive the girl is.

Dark Triad: A combination of three character traits: narcissism, Machiavellianism and psychopathy. Players often have heightened levels of Dark Triad traits.

Daygame: Approaching and attracting girls during the day.

Disney Romance: A Nice Guy beta view of women sourced from popular culture. [TT]

DHV: Demonstrating Higher Value. Indicating to a girl that you have a high SMV.

DLV: Demonstrating Low Value. Indicating to a girl that you have a low SMV.

Escalation: Progressing things with a girl towards sex. Can be verbal or physical.

False Time Constraint: Acting as if you're soon going to leave to make the girl feel at ease.

Flake: A girl not responding to your texts, or dropping off the radar.

Flip-The-Script: Getting the girl to chase and invest after the Hook Point. [TT]

Flowmad: Doing what you love ("in flow") when you want, where you want. [TT]

Fractionation: Balancing pulls (intent) with pushes (freedom from outcome). [TT]

Frame: The underlying control of a human interaction.

Friend Zone: The platonic place men find themselves in with a girl when they've not been honest about their intent with her.

FSU: Former Soviet Union. Ex-Soviet countries including Russia, Ukraine, Belarus, Estonia, Latvia and Lithuania.

Game: The cat-and-mouse hustle of picking up girls.

Gold-Digger: A girl who dates / sleeps with men just for their money and resources.

Gutter Game: Street Hustling at night outside bars and clubs. [TT]

Hook / Hook Point: The moment in an interaction when a girl shows she's attracted.

Hypergamy: The female desire to always "date up" and look for male SMV upgrades.

Infield: Where a guy runs Game in the real world

Instant Date: Taking a girl for a drink immediately after the initial approach.

Intent: Letting a girl know that you find her attractive.

IOD: Indicator of Disinterest. Signs from the girl that she's not attracted to you.

IOI: Indicator of Interest. Signs from the girl that she's attracted to you.

Jealousy Plot line: Making a girl jealous by hinting at other girls in your life.

Kino: Touch.

Logistics: Getting practicalities sorted (date venues, drinks, taxis, condoms, your place).

Long Game: Gaming a girl, usually over social media, over a period of weeks or months after having initially met her from Street Hustling.

Lover: The guy women want to sleep with because of his alpha qualities.

LMR: Last Minute Resistance. The token things a woman will bring up just before sex, to not come across as too "cheap" or "slutty".

LDM: London Daygame Model. 5-step method for approaching and attracting girls during the day, developed by London daygamers between 2010-2012.

Male-Female Polarity: The natural complimentary energies of the masculine and feminine that exist in the animal kingdom.

Mesmer: Locking eyes with a girl in a sexual manner, triggered by Tiger Eyes.

Mystery: The pseudonym of the well-known PUA Erik von Markovik.

Neg: A verbal put-down delivered to a girl to try to raise your SMV relative to hers.

Nice Bad Boy: Another term for a Badass Buddha, combining the seemingly juxtaposed qualities of the Bad Boy and the Good Guy. [TT]

Oneitis: Being fixated on one particular girl, and displaying needy behaviours.

Parroting: Repeating back, or paraphrasing to the girl the last thing she said, to get her to carry on talking. If done in a questioning tone to get her to qualify, it becomes Sceptical Parroting. [TT]

PDA: Public Display of Affection. The things couples do in public to signal to others they're together; e.g. hand holding, hugging, kissing.

Peacocking: The wearing of unusual items that attract a woman's curiosity.

Pre-selection: A way that girls already know your high SMV before you approach.

Pressure Cooker Effect: A girl that is extra keen to have sexual adventures because of her strict religious / moral upbringing. [TT]

Pickup: The practical application of Game in order to seduce girls.

Pickup Artist: A man who practices pickup.

Ping: A flirty text message sent to a girl to keep you on her radar. [TT]
A Photo Ping is a ping message using a flirty image. [TT]

Polyphonic Pickup: The understanding that the Universal Blueprint elements are fluid and three dimensional. Good pickup mixes them like multiple notes in music. [TT]

Provider: The opposite of an alpha lover. The beta guy who gets girls with his money and resources. Providers often attract Gold Diggers.

Pull: Words and / or actions that show your intent to the girl.

Pull-The-Trigger: The final escalation leading up to sex.

Push: Words and / or actions that show your non-neediness to the girl.

Push-Pull: The combining of a pull and a push, verbally or physically.

Qualification: Explaining yourself to someone because of their perceived higher SMV.

Questions of Doom: The boring, predictable, interview-style questions that strangers ask each other and which a Street Hustler must avoid. [TT]

Rapport: The second phase of the Universal Blueprint, where a connection is made with the girl in order for her to feel comfortable.

Red Pill: Understanding the true nature of women, dating and relationships.

Reframe: Winning back the frame after a Frame Test.

Roll-Off: A physical or time-related vacuum to prevent over-investment.

SDL: Same Day Lay. Meeting and sleeping with a girl in the same day. If there is a break after the set, but the date and sex happen later the same day, it's known as a Same Day De-Lay.

Secret Society: Men that understand the true nature of a woman's sexuality and how to tap into it for fast, no-strings sex.

Seduction: The final stage of the Universal Blueprint after attraction and rapport, where a guy tries to have sex with a girl.

Seed The Bounce: Reasons given for why she should come back to your place.

Set: The girl you're interacting with. A 2-set means two girls.

Sexual Economics: The branch of knowledge concerned with the creation, delivery and exchanging of male and female SMV. [TT]

Shit Test: Her attempt to take the frame... or test yours. Passing the test builds attraction.

SMP: Sexual Marketplace. The arena in which you try to meet girls to seduce (e.g. your college, a nightclub, your town, your country, or globally).

SMV: Sexual Market Value. Your attractiveness to the opposite sex in the SMP.

Snake Seduction: Tricking your way into seducing a girl by pretending you want to help her, teach her something, or offer her something. [TT]

SNL: Same Night Lay. Meeting and sleeping with a girl in the same night.

Social Intelligence: A person's understanding of social dynamics.

SOE: Statement of Empathy. A sentence that lets a girl know you understand her situation / where she's coming from, displaying social intelligence.

SOI: Statement of Intent. Verbally letting a girl know that you find her attractive.

Spam Approaching: Blindly playing a "numbers game" form of daygame, opening anything and everything with little or no skill. [TT]

Spotlight Effect: A psychological condition where you feel everyone is watching what you're doing.

Spike: A short verbal or physical break-of-comfort to move from social to sexual. [TT]

Street Hustle: Meeting and attracting girls who are "out of your league" during the day, without looks, money or status. [TT]

Target: The girl you're trying to hustle.

Testosterone Olympics: The competitive nature of men in the SMP, to prove who has the most power. [TT]

Tiger Eyes: Sexualised eye contact that can trigger the Mesmer. [TT]

Universal Blueprint: The same underlying structure of any human courtship and mating ritual; made up of 3 stages (Attraction, Rapport, Seduction). [TT]

Universal Fractionation: The idea that fractionation applies on multiple levels—from push-pull sentences, through to the off-on structure of a date, to how to pace girls like a good movie plot. [TT]

Vacuum: A pause in your investment - silence, backing off, space - to give her the opportunity to invest.

Verbal Bamboozling: A "million-dollar mouth" flow of quick-witted, emotive, stream-of-consciousness banter that temporarily dazzles a girl. [TT]

Weasel: An excuse that your brain generates to stop you talking to girls.

White Knight: A beta male who is firmly in the Friend Zone, but there consciously in order to gain a girl's favour by "saving her from the bad guys" and "treating her right".

Wing: Another daygamer with whom you hustle.



ABOUT THE AUTHOR

Tom Torero is the world's most travelled and experienced daygamer, having hustled and taught in over 40 countries in the last five years. With a Biology degree from Oxford University and nine years classroom teaching experience, Tom has the ability to break down and pass on concepts like few others.

"Grab life by the horns" is Tom's mantra in all aspects of life. When not Street Hustling you'll find him up a mountain, behind a camera, holding a guitar, drinking a Guinness, walking a dog, or flying to remote corners of the globe.

Read about Tom's daygame journey from lonely Oxford geek to top street seducer in his first book "**Daygame**." Then follow him as he takes Street Hustling around the world in his second book "**Torero Travels**". Both books are available as paperbacks from *Lulu.com*, or digitally on the *Amazon Kindle* store.

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